

The NATIONAL UNDERWRITER

Life Insurance Edition



W. J. SIMPKINS, JR.

On joining the Franklin, Bill Simpkins had no previous sales experience, having been a stock control clerk and office manager previous to his military service.

Here is a record of his Franklin cash earnings:

1947	\$ 3,459.25
1948	7,483.79
1949	11,982.26
1950	13,323.06
1951	16,004.06
1952 through May	11,041.80

GENERAL AGENCY
OPPORTUNITY IN
SIOUX FALLS,
ABERDEEN AND
MITCHELL, S. D.

One cannot help succeed with Franklin

Mr. Knox Wyatt, Regional Manager
Masonic Building
Rome, Georgia

Dear Friend Knox:

In May I completed my sixth year in the insurance business, having signed my Franklin contract immediately on discharge from the Air Corps. And I thank the good Lord that all of this time I have been associated with the Friendly Franklin.

Settling here in Columbus, Georgia instead of in my old home Indianapolis, Indiana, I studied the wonderful sales material on our exclusive contracts and my very first prospect purchased one of our wonderful PPIP plans. Since then, in showing this and the other Franklin exclusives to the fine people of Columbus, I have been rewarded immeasurably with the "long green."

Last year the Company paid me over \$16,000, and this year it looks as though my earnings will reach \$25,000. In this city of 100,000 I doubt if a handful of others earn as much.

Actually one cannot help succeed with our great Company. I believe President Becker is America's greatest executive, and he has surrounded himself with the most agency-minded group of home office officials in the industry. Everyone in the home office is constantly striving to help each one of us in the field.

I wish I could tell everybody what the past six years have meant to me.

Most cordially,

W. J. Simpkins, Jr.

An agent cannot long travel at a faster gait than the company he represents.



The Friendly
FRANKLIN LIFE INSURANCE COMPANY

CHAS. E. BECKER, PRESIDENT

SPRINGFIELD, ILLINOIS

DISTINGUISHED SERVICE SINCE 1884

One of the 15 Oldest Stock Legal Reserve Life Companies in America

Over a Billion Dollars of Insurance in Force

\$205,000,000 gain in insurance in force during 1951

FRIDAY, SEPTEMBER 5, 1952



Ian Armour, CLU, Toronto ✓ C. E. L. Burwell, CLU, Portland, Me.
C. E. Clinton, CLU, Omaha ✓ John A. Hill, CLU, Toledo
Harold T. Himes, CLU, St. Louis ✓ C. W. Hoeffe, CLU, Oklahoma City
L. P. Wilder, CLU, Baltimore

In behalf of these field representatives who are marking
their twenty-fifth anniversaries with this Company in
the twenty-fifth year of the CLU movement, and in
the names of their many Aetna CLU associates, the Aetna
Life Insurance Company expresses its appreciation to

The American College of Life Underwriters

upon the occasion of its silver anniversary celebration
for its significant contribution to the professional
status of the career life insurance salesman ✓ ✓ ✓

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NALU Trustee Slate Lists 8 Candidates for Six Vacancies

**Adams, Devitt, Jones,
Nussbaum, Ries, Rosser,
Stout, Walker Endorsed**

NEW YORK—Eight candidates to fill the six vacancies on the National Assn. of Life Underwriters board of trustees have been recommended by the committee on nominations, headed by Clifford H. Orr, National Life of Vermont, Philadelphia.

Three of the candidates are up for reelection: A. Jack Nussbaum, Massachusetts Mutual, Milwaukee; Henry Stout, John Hancock, Dayton, O., and Robert L. Walker, Peninsular Life, Orlando.

Others on the slate are Albert C. Adams, John Hancock, Philadelphia; Frank H. Devitt, Capitol Life, Denver; Claude C. Jones, Connecticut Mutual, Indianapolis; Howard C. Ries, Equitable Society, Everett, Wash.; and Mitchell M. Rosser, Phoenix Mutual, Boston.

Tradition Followed

As expected, David B. Fluegelman, Northwestern Mutual, New York City, is slated to advance from vice-president to president, while John D. Marsh, Lincoln National, Washington, D. C., advances from secretary to vice-president. Robert C. Gilmore, Jr., Mutual Benefit, Bridgeport, Conn., sole contender for secretary, is nominated for that office. In line with National Assn. of Life Underwriters' career-treasurer tradition, Osborne Bethea, Prudential, New York City, is nominated for reelection.

The nominating committee includes, besides Chairman Orr, Gerard S. Brown, Penn Mutual, Chicago; David Marks, Jr., New England Mutual, New York City; Thomas C. Nicholls, Jr., New England Mutual, New Orleans; and Robert R. Reno, Jr., Equitable Society, Chicago.

State Insurance Taxes Are \$1.86 Per Capita

WASHINGTON—The census bureau reports \$284 million collected by the states in insurance taxes during 1952 fiscal year, according to preliminary figures. This compares to \$254 million in fiscal 1951, representing an increase of 11.7%. From 1942, when state insurance tax collections totaled \$113 million, the percentage increase is 151.1. On a per capita basis, state insurance taxes represented \$1.86 last fiscal year against 85 cents in 1942.

Insurance taxes collected by the various states ranged from \$26.4 million last year in New York down to \$299,000 in Nevada.

Life Courses to Begin

Scheduled to begin on September 22 is the fall offering of the insurance training program of the evening and extension division of the New York City College school of business.

Among the 13 courses offered are four of interest to life men. Those include group, pension plans, life and social security. All are offered at the school's downtown campus.

A.N.P.A. MAN GIVES VIEWS

Newspaper Advertising Can Be Major Sales Aid—If Geared to the Medium

NEW YORK — Newspaper advertising can do a big job in helping sell life insurance — provided it's designed to get the greatest possible benefit out of the medium's special attributes, according to Bruce Robinson, manager of insurance advertising sales for the American Newspaper Publishers Assn.'s bureau of advertising.

Life companies are doing a lot more newspaper advertising than they did a few years ago, but only a handful of companies spend an appreciable amount. A surprisingly large number of life company executives, even in companies doing considerable national advertising in magazines, are extremely skeptical of newspaper advertising as a sales help, said Mr. Robinson.

Insurers Spent \$4,970,000

According to A.N.P.A.'s figures, insurance companies of all types spent some \$4,970,000 in 1951 for newspaper advertising, with life company expenditures accounting for about 85% of the total. This compares with \$3,339,000 in 1948. However, \$1,329,151 of the 1951 advertising was accounted for by the Institute of Life Insurance and \$596,585 by Prudential. In fact, Prudential's increase from its 1950 figure of \$70,000 accounted for nearly all of the increase in aggregate expenditure from 1950 to 1951. Other than Prudential there were four life companies that spent \$25,000 or more in newspaper advertising in 1951 and four multiple-line companies doing a life business in the over-\$25,000 group.

Life insurance advertising copy geared for national magazines loses most of its value when run in daily papers, says Mr. Robinson. The newspaper is above all a medium for influencing quick decisions. Advertising should be aimed at influencing immediate action. It is all very well to run the company's financial statement or the announcement of a new agency's appointment but that isn't the sort of thing that will do anything appreciable toward selling policies.

Should Want to Grab Phone

The copy should make the reader want to pick up the phone and find out more about the fascinating merchandise that is offered. In fact, in the Prudential, Postal Life, and Great American Reserve advertising in which the A.N.P.A. cooperated, the telephone numbers were included in the advertisements.

Playing up the local angle, featuring both local policyholders and local representatives is vitally important and is of course a technique to which the newspaper lends itself admirably. The highest degree of readership is attained by featuring some local policyholder, giving his name and even his street address. In other use of "ads," a local agent's name and a little story about him make him seem a familiar figure to readers rather than a high-pressure ogre who had better be kept at arm's length and preferably farther.

COMMON INTEREST

When a local policyholder is the subject of an advertisement, readers who are in the same general economic stratum will be interested in reading how he solved his security problems. Various "ads" feature policyholders of different income levels and in this way all audiences are reached.

Mr. Robinson believes that much of the antipathy of insurance people toward

newspaper advertising as a sales help is due to the use of ineffective copy that fails to take advantage of a newspaper's flexibility and ability to reach all economic levels. There also tends to be some prejudice against newspaper advertising, he has found, because of a sometimes unconscious feeling that effective, hard-hitting, newspaper copy may eventually lessen the importance of the agent's role.

One thing that has surprised Mr. Robinson is that even among fairly sophisticated life insurance executives there is a lack of appreciation of the favorable publicity by-products resulting from newspaper advertising.

Permits Concentration

A major argument for newspaper advertising, according to Mr. Robinson, is that it enables a life company to concentrate its advertising expenditures where its field force is concentrated and can take advantage of the advertising. Even some of the largest companies that are national in their operations get the bulk of their business from relatively few states. John Hancock, for example, gets 78% of its new ordinary business in just 10 states. Another of the top companies gets 30% of its business in New York state but allocates only 5% of its advertising budget to New York state, largely because it concentrates its advertising on national magazines.

Life companies are not alone in the tendency to consider themselves national in their operations when actually the bulk of their volume comes from relatively few states. Even so widely distributed a product as Coca-Cola shows this unevenness, said Mr. Robinson.

Role of Magazine Advertising

Mr. Robinson isn't for cutting out national magazine advertising for, as he points out, the agent in the territories where the company gets relatively little business needs advertising support and national magazine advertising covers all territories.

A big part of the value of newspaper advertising is the boost that it gives the morale of the local agents, Mr. Robinson said. Even if the advertising had no influence on prospects, it stimulates the agents to link up their efforts with the current local advertising. For example, during the week that the local advertising features mortgage redemption insurance, the agent, armed with reprints of the "ad," can concentrate on prospects for this type of coverage.

Newspaper advertising ties right in with the current upsurge in development of brokerage business, said Mr. Robinson. In fact one company is planning to feature one after another of its broker outlets in local advertising.

Magazines vs. Newspapers

As compared with the \$4,970,000 newspaper advertising expenditure total for 1951 for all types of insurance, there was a total of \$9,031,000 spent in general and farm national magazines last year but it is estimated that only about 60% of this magazine figure was for life insurance as against about 85% of the newspaper total.

Insurers' radio advertising expenditures totaled \$3,284,000 in 1951, mostly accounted for by Prudential and Equitable. This is an increase over 1950 but down from 1949's \$3,738,000 and 1948's \$4,239,000. On the other hand, television, which got no advertising revenue from insurance companies in either 1948 or 1949, took in \$79,000 in 1950 and \$391,000 in 1951.

Interest Rate Rise Held Unlikely to Boost Dividends

**Too Many Other Factors
Seen Complicating Job
of Setting New Scales**

Interest rates have been improving but life company executives are reluctant to regard them as sufficient to warrant widespread upward revision of dividend scales. Still uncertain are the probable duration of the improvement and the effect of having to build up the security valuation reserves required as a result of the program adopted by the National Assn. of Insurance Commissioners. In addition, there is the effect of the 6½% federal income tax on life company income, not to speak of the larger bite that inflated expenses will be taking out of expense margins.

The Treasury has begun to pay 2% on one-year certificates. The yields on corporate bonds are rising, too. Because of federal policies, the banks have been compelled to borrow heavily from the federal reserve board. To avoid this banks have begun to increase rates on call money from 2½% to 3¼%, and there may be an increase on prime commercial loans from 3 to 3¼%.

Course of Investment Returns

The net rate of interest earned on investment funds by the life companies reached a low of 2.88% in 1947, according to the Institute of Life Insurance. Since then the rate has steadily improved. In 1948 it reached 2.96%. In 1949, 1950 and 1951, it was, after federal income taxes, 2.98, 3 and 3.02% respectively. Federal income taxes reduced the net earnings about two-tenths of 1% in 1951 and somewhat less in the preceding two years.

Such a steady, if unspectacular improvement, has increased company earnings. It has been reflected in proportionately slight increases in dividend scales. However, the slight increases have enabled the companies to earn more on their investment income than their commitments require.

More Funds to Reflect Increases

Another factor which may affect the investment earnings involves the companies' moves to increase the amount of their reserves during the low-yield years by lowering interest assumptions. Also, when the rate was low, more was put into surplus to maintain the necessary yield on existing policies. With this greater investment fund, the increased interest rates may have a slightly more beneficial effect than would otherwise be expected.

A life insurance economist mentioned the salutary effect increased interest rates should have on the inflationary conditions in the country. Such a price stabilization, naturally reflected in the cost of operations, would add its own weight to the dividend scales.

Mortality Continues Good

Favorable mortality experience will contribute its share. At present there is nothing to indicate the favorable mortality experience of recent years will change.

The federal income tax has its effect
(CONTINUED ON PAGE 20)

Card Is Ready for Medical Directors' Los Angeles Rally

The agenda is now ready for the annual meeting of Assn. of Life Insurance Medical Directors, to be held Oct. 21-23 at the Ambassador hotel, Los Angeles.

After the business session Tuesday morning, the scientific program will get started with a welcome by Dr. Lewis A. Aleson, president of California Medical Assn., and associate professor at College of Medical Evangelists. Speakers the first day are Dr. George C. Griffith, University of Southern California; Dr. John W. Gofman, University of California, and Dr. Myron Prinzmetal, University of California. Pacific Mutual Life will be host at an informal reception that evening.

On Wednesday there will be talks by Dr. Francis A. L. Mathewson, medical director of Great-West Life; Dr. Ralph M. Filson, medical director of Travelers; Dr. Robert H. Williams, University of Washington, and Dr. Alan R. Moritz, Western Reserve University. Banquet speaker that evening is Dr. Stafford L. Warren, dean of the school of medicine and director of the atomic energy project at the University of California, Los Angeles.

Speakers Thursday are Dr. David S. Garner, chairman of the medical section of American Life Convention; Dr. Charles W. Barnett, Stanford University; Dr. William A. Winn, Tulare-Kings Counties Joint Tuberculosis hospital, Springfield, Cal.; Dr. John B. Doyle, Los Angeles, and Dr. John W. Wear, western medical referee, Aetna Life.

Release Program Additions for Selection Men's Meeting

Additional features have been announced for the annual meeting of Institute of Home Office Underwriters at Cincinnati, Sept. 25-27.

An open forum panel, which will discuss such topics as women as present and potential war risks, term insurance, displaced persons, will be presided over by John B. Ulrey, American United Life. Participating will be Hugo L. Soll, Security L. & A.; Ralph Todd, Lamar Life; J. C. Holliday, Jr., Liberty Life; Earle B. Tilton, Farm Bureau of Ohio; William C. Hemmerling, Standard Life of Indiana; R. M. Kidd, Ohio National; William T. Warren, Jr., Southern L. & H.; John F. Doston, Equitable Life of Iowa; R. S. Wagner, United Benefit Life; Roger W. Wait, Farmers & Bankers; James A. White, Hoosier Farm Life; Ira A. Dryden, Jr., Amicable Life; W. R. Marshall, Paul Revere Life; Joseph C. Kosid, Mutual Service Life; Samuel H. Ackerman, Manhattan Life, and John E. Sheehan, United States Life.

C. Edwin Carlson, Continental Assurance, will be in charge of the second morning's session. Walter B. Lehmkuhl, vice-president and secretary, Western States Life, has been added as a speaker at this session.

The industrial session Friday will be in charge of Joseph B. Corbett, Colonial Life. M. R. McDonnell, Sun Life of Maryland, will be moderator of a case clinic. On the panel will be James D. Renn, Peninsular Life; Dr. A. S. Irving, Commonwealth Life; R. G. Diepenbrock, Peoples Life; E. Boyd Coarsey, Gulf Life; Herman S. Lindy, Delta Life; Clyde R. de Haas, Equitable Life of Washington, D. C.; W. W. May, Vulcan Life; T. J. Carchen, Texas Prudential; C. A. Outen, Provident Life, and R. G. Demarest, Metropolitan.

There will be an ordinary case clinic the third day with H. M. Shoemaker, Volunteer State Life, presiding.

Great-West Life has appointed **Arthur J. Flint** supervisor at Indianapolis. He joined the company there in 1950.

NORTHWESTERN MUTUAL'S PLAN

Evaluating Medical Examiners and Giving Them Findings Helps Relationships

Comprehensive periodic evaluations of medical examiners, followed up by personal letters from an assistant medical director, can effect marked and valuable improvement in the relationship between the home office medical department and the field examiners, Northwestern Mutual Life has found. What is more, the doctors, far from resenting such evaluations of their work, even when it is critical, as it sometimes is, sincerely appreciate these letters and are not backward about saying so.

The procedure and results in Northwestern's evaluation system were described by Dr. Jack A. End, assistant medical director, at the recent meeting of the medical section of the American Life Convention. His paper was briefly summarized in THE NATIONAL UNDERWRITER of July 4.

Found Valuable Adjunct

"We believe an evaluation system for examiners is a very valuable adjunct in our over-all selection setup, since it is for all practical purposes the only aspect of our work in which we are not directly involved and thus cannot control too well," he said. "Any improvement we can bring about in the work of our examiners will be reflected in our risk selection and our mortality experience. It is certainly true that we cannot hope to compensate for slipshod examiner work by exerting greater care and diligence in our home office selection. We must of necessity depend upon our examiners to present accurate factual pen pictures of the applicants they examine."

The evaluation of the examiner's work

is important by itself in providing information for the medical department on how the examiner is doing but it is the letters that do the job of improving the quality of the examiners' work, said Dr. End.

"If we hope to instill in them the feeling that they are members of the 'first team' and thus should be loyal to the home office, then the letter addressed to the examiners are of paramount importance," he said.

Must Be Attention Getter

Besides the direct benefits of this letter-writing, Dr. End is convinced that maintaining good public relations with the examiners is a very important phase of the general problem of public relations in the life insurance business, "particularly when you consider the many ramifications of the doctors' influence."

Doctors get a lot of mail and anything that looks routine quickly lands in the wastebasket. Hence the letter to the examiner must be written in a way that shows that the writer was writing to the doctor personally and not just sending a form letter. Northwestern includes in its letter many points which indicate to the doctor that the company has reviewed his work individually and knows many facts about him, such as the year of his appointment and whether he is a Northwestern policyholder. This may seem like a rather small consideration, Dr. End conceded, but it often means the difference between a letter's being read and given no more than cursory attention or less. The company

(CONTINUED ON PAGE 6)

Bankers L. & C. Gains Control of Constitution Life

Control of Constitution Life of Los Angeles has been acquired by John MacArthur, president of Bankers Life & Casualty. This gives Bankers L. & C., which is not operating on the Pacific Coast, an established field force and about \$2 million annual premiums in A. & H. for that territory.

Mr. MacArthur loaned Ross Bohannon, president of Constitution Life, \$110,000 with stock of Constitution being used as collateral; he obtained another 31,000 shares which were collateralized in a \$358,000 loan from the American National Life and later the Bank of America, and another block of 5,600 shares which had been collateral to a loan of \$68,000. This gave him stock control at a price of \$536,000, or \$6.85 per million of insurance in force. Constitution has about \$70 million ordinary and \$8 million industrial in force.

Last year Constitution Life lost \$84,788 on its operations. Ross Bohannon was elected president of Constitution a few months ago and W. S. Snowden became executive vice-president. The company was organized in 1943 with \$250,000 capital and surplus of \$200,000. In 1945 it acquired Postal Union Life under a stock trade, and Fidelity Ins. Co. was taken over in 1951. At the end of last year, assets were \$10.4 million, capital \$300,000 and surplus \$750,000. Total premium income in 1951 was \$3,998,909.

Bankers L. & C. was recently admitted to the state of Washington, and has applications pending in other Pacific Coast states.

Actuarial Club of Pacific States to Mark 25th Year

Actuarial Club of the Pacific States will mark its 25th anniversary Oct. 20-21 at Pebble Beach, Cal.

Marcus Gunn, vice-president of California-Western States Life, one of the 20 of 34 charter members on hand, will preside over a review of the club's origin, history, and accomplishments. Francis Hope of Occidental of California will present the principal historical paper.

Alwin W. Lewis of Pacific Mutual Life, current club president, will preside. Gordon R. Bingham of Northern Life of Seattle will be program chairman.

K. C. All-Industry Rally

Various insurance organizations, companies and agencies are joining University of Kansas City in sponsoring again an all-industry luncheon. This will be next Tuesday at the Hotel President. There will be a featured speaker and then Kansas City's program of insurance education that is gaining headway, will be outlined for the coming year. There will be treated educational programs of C.L.U., C.P.C.U. and L.O.M.A., and the property, casualty and life insurance institutes, the proposed insurance law center, the adjusters' courses and the law, medicine and the management improvement programs.

The speaker will be Claris Adams, president of Ohio State Life.

Earns Retirement Badge

A. A. Stocker of the Paquin agency of Home Life of New York at Rockford, Ill., was honored at a retirement luncheon. The luncheon also marked John W. Bloom's 15th year with the company.

Mr. Stocker received his first pension check, a service pin, and a wrist watch. He formerly held all offices of Rockford Assn. of Life Underwriters.

Manufacturers Life has named **M. A. Sessi** agency assistant at Pittsburgh. He has been in the business three years.



The Sky's the Limit!

"The man who has done less than his best has done nothing!"—Charles M. Schwab.

As a life insurance man you're on your own. If you were interested only in a salary, you wouldn't be in this business. It's not a job you want, but a *career*.

As a life insurance man you can earn as much as you want to earn. The sky's the limit! But you'll never rise above the average—you'll never get in the "big money"—if, as the great industrialist, Charles M. Schwab warned, you give *less than your best!*

INSURANCE IN FORCE, August 1 — \$576,494,950

COMMONWEALTH
Life Insurance Company

HOME OFFICE • LOUISVILLE, KY.



Met's Investment Stature Gets Gee Whiz Attention

The Wall Street Journal Tuesday had a big front page feature article on the investment challenge that is faced by Metropolitan Life, this being in illustration of the problem and opportunity that faces the insurance business in general because of the huge funds that are being entrusted to the hands of life insurance company management. The Wall Street Journal story is captioned "Biggest Business . . . Giant Metropolitan Life Ponders; What to do with \$10.9 billion? . . . Assets have Soared During Insurance-Buying Spree; Problem for Cohorts, also . . . Crops, Candles, and Coffins." The author is Lindley H. Clark, Jr. It was written in the Wall Street Journal's breezy but informative style.

Reference is made to President C. G. Taylor's recent statement that "we have no intention of acquiring common stocks." The author states that illustrating Metropolitan's conservatism in investments is the fact that its U. S. government holdings constituted 22% of investments as against 17% for the insurance business as a whole and that only 18% of Metropolitan investments are real estate mortgages against 30% for the business as a whole. However, the author states that in spite of this investment "supercaution" Met's yield on its money invested compares favorably with the rest of the industry.

Earned 3% Plus

Metropolitan earned slightly over 3% on its holdings after taxes during the 1949-51 period compared with just 3% for all life insurance companies. Executive Vice-president Frederick W. Ecker was quoted as saying that one way "Met" keeps its yield up is by finding new fields for investment. He said Metropolitan, for instance, was one of the first to invest in the gas pipeline industry. Metropolitan's investment in natural gas pipelines is now more than \$400 million.

Metropolitan, according to the article, holds mortgages on 184,000 homes housing nearly 1 million persons. It is the landlord for more families than any other private organization. More than 36,000 families live in eight of its apartment communities. It has more than \$5 billion at work financing businesses.

There are a few paragraphs reporting some of the "investment headaches." One is the Stuyvesant Town development at New York. In building this project, Metropolitan signed a contract with the City of New York which gave it partial real estate tax exemption for 25 years and fixed rents according to a formula which limited Met's return to 6% on its investment. Inflation has cut the return sharply, but the company has had to battle both organized minority

tenant groups and city officials to get its rent increased. The New York state supreme court recently upheld Metropolitan's right to the 6% return and rents went up Sept. 1.

Bankers National to Mark Its 25th Anniversary

Bankers National Life will be host at a reception marking its 25th anniversary. The party will be held at the Montclair, N. J., Golf Club.

Wash. National Capital \$10 Million

Capital of Washington National of Evanston has been increased to \$10 million from \$7½ million by declaration of a 33⅓% stock dividend. The last previous increase in capital was in 1950 when the sum was increased from \$5 million.

President R. J. Wetterlund said the action was taken to keep the capital structure in line with the company's

increased volume of business and to provide additional safety margins for policy-owners.

To Feature Electronics at Office Management Meet

Use of electronic equipment in the office will be featured at the American Management Assn. office Management conference in New York City Oct. 16-17. Methods that can be used by the smaller office to prepare for the advent of electronics and a report on a year's experience will be considered.

What better evidence that NORTHWESTERN MUTUAL TRAINING helps bring success?



NORTHWESTERN MUTUAL'S

5-Phase Educational Program

1. Short Course. The new agent is given 2 to 4 weeks of personal tutoring. The text used and the sales techniques employed have been evolved from many years of successful agent training.

2. 13-weeks Reporting Program. The new agent prepares weekly reports of his work. These reports are analyzed each week by the Educational division and appropriate comments sent to the agent in a personal letter. Thus the agent learns how to improve his pattern of work.

3. Intermediate Course. The agent gets personal practical experience in programming procedures. He prepares his own presentations based on case studies of actual sales by the Company's top salesmen.

4. Career School. Agents who qualify by demonstrated aptitude come to the Home Office to receive intensive instruction from officers and specialists of the Company. Outstanding records have been made following attendance at this school.

5. Advanced Training. This is the latest and most comprehensive course that has been developed for the life underwriter. It covers Estate Planning, Business Life Insurance, Pension Trusts, Estate Taxes & Liquidation, Gift Taxes, etc. Requires 18 to 30 months to complete.

132 Northwestern Mutual agents won membership last year in the MILLION DOLLAR ROUND TABLE . . . almost as many as the No. 2 and 3 companies combined.

269 Northwestern Mutual agents have earned the coveted degree of CHARTERED LIFE UNDERWRITER . . . a greater number proportionately than any other life insurance company.

649 Northwestern Mutual agents have qualified for the NATIONAL QUALITY AWARD this year. 97.8% of all the business written by these agents during the past two years is still in force.

One important reason such excellent records are set, year after year, by agents of this Company is its Educational Program. It is this program, carrying through every stage of the agent's development, that contributes greatly to the outstanding success of so many Northwestern Mutual men . . . to their high reputation in the profession . . . and to the name of Northwestern Mutual itself as "The Career Company."

WANTED HOME OFFICE SERVICE DIRECTOR

For a large life and A&H company. Should have accounting experience so as to coordinate these activities. Personality important.

FERGASON PERSONNEL
330 S. Wells Street, Chicago 6, Illinois
HARRISON 7-9040

The NORTHWESTERN MUTUAL Life Insurance Company

ESTABLISHED 1857 • MILWAUKEE, WISCONSIN

Guardian Life Details New A. & H. Policy Portfolio

Guardian Life will start to issue participating A. & H. policies Sept. 15. A broad variety of personal A. & H. contracts, both commercial and guaranteed renewable, are being offered, with individual and family hospital expense policies to be added to the line before the end of the year.

There are five commercial contracts in the new line, four of them schedule type policies. One, the preferred accident policy, provides monthly income for life in event of total disability resulting from accident. Optional benefits that may be added include a partial disability provision that pays a 50% benefit for as long as 12 months, principal sum, blanket medical expense, and a double indemnity provision which doubles loss of time and life benefits for accidents on land, sea or air common carriers, scheduled or non-scheduled.

A second policy has for its basic benefit blanket medical expense in event of accident, and is intended primarily for housewives and children. A schedule of

cash payments for fractures is included at no extra cost. Optional benefits for this contract include principal sum and double indemnity.

The preferred health policy will provide an income for as long as two years in event of total disability resulting from sickness. House confinement is not required. Optional provisions include a daily hospital or nurse benefit, miscellaneous hospital expense coverage and a broad surgical fees schedule. This policy is sold as a unit with the preferred accident.

The fourth policy, also sold as a unit with the preferred accident, provides monthly income for one year for house-confining sickness—50% benefit if the total disability is not house-confining. Optional benefits are the same as for the preferred health.

The fifth is a disability policy designed to be issued only in conjunction with new Guardian life insurance. The accident benefits are: Monthly income for life in event of total disability; 50% benefit for six months for partial disability; and substantial dismemberment benefits. A monthly income for as long as two years is paid in event of total disability due to sickness, beginning with the eighth day of disability. There are no optional benefits, and the premium is substantially lower than the cost of sim-

ilar coverage purchased without life insurance.

There are three guaranteed renewable policies, all providing lifetime indemnity for total disability due to accident. Sickness benefits run for one, two or 10 years, depending on the contract selected; house confinement is not required. Optional benefits include principal sum, daily hospital or nurse benefit (for 100 days) and a schedule of surgical fees. The right to renew is guaranteed to the policy anniversary nearest the insured's age 65.

Among the features in all contracts, both commercial and guaranteed renewable, are provision for annual dividends, 10% benefit increase if premiums are paid annually, 5% if paid semi-annually. All passenger air travel, scheduled or non-scheduled carriers, will be covered, except in military or experimental aircraft. The policies are free of territorial limitations and benefits will not be prorated because of change in occupation.

Commercial accident policies pay for 50 months, non-cancellable policies 60 months, if the insured can perform no duty of his regular occupation. Thereafter, both commercial and non-cancellable policies pay if the insured cannot engage in any reasonably gainful occupation for which he is or could readily become qualified. There will be no in-

crease in renewal premiums, or decrease in benefits, because of increased age.

The A. & H. department is headed by Gerald S. Parker, secretary. Mr. Parker is a native of New York City, and was graduated from Williams College in 1938. He entered the insurance field as an agent at that time, and has since been continuously engaged in both field and home office work.

Cal. Challenges A. & H. Insurers on "Ad" Practices

LOS ANGELES—Commissioner Maloney has issued a 39-page accusation against World of Omaha, charging it with having issued, used and circulated in California false and misleading advertising of its accident and health insurance policy benefits. This action could result in an order suspending the certificate of World to transact life and disability insurance in this state.

The company has 15 days to answer the charges and may, within that time, request that a hearing be held under the provisions of the California administrative procedure act.

This action by the commissioner initiates what is anticipated will be a number of similar administrative proceedings by the department in the A. & H. advertising field. The advertising copy of several other insurers is presently being scrutinized, it is understood.

Accuse Agents of Fraud in Bank Loan Plan Suit

LOS ANGELES—Suit has been filed here by H. C. Frisbie and March C. Frisbie, his wife, against New York Life and two of its agents, Lloyd Steadman and Donald M. Bell, seeking rescission of five life insurance policies on the ground of misrepresentation and fraud on the part of the agents, for return of premium and interest paid, and for other damages.

The action concerns operations of the bank loan plan of selling life insurance, and allegations in the complaint set forth that the two agents in 1949 solicited the plaintiffs to take out an additional \$150,000 of life insurance, the premiums to be paid from money borrowed from a bank. The agents proposed, it is stated, that the existing insurance (\$48,673) be converted to another type contract or form, all to be pledged with a bank as collateral for the loan.

Plaintiffs allege they signed applications in blank on assurance by the agents that they would have no obligations of liability other than the bank loan which would carry a 2½% interest rate with an annual payment of \$3,958, that the plan would not endanger existing insurance, that the plan was approved by the U. S. bureau of internal revenue and the Treasury Department after it had been explained to them, and that it complied fully with their rulings and regulations.

It is charged that the agents informed plaintiffs five policies had been issued, that the policies were not delivered nor shown to plaintiffs, and were sent by the insurance company direct to a bank at Kansas City where the loan was being arranged. Defendants are said to have plaintiffs sign promissory notes which prevented the insurer from recalling the policies before the bank loan expired. It is also charged that the \$150,000 of life insurance was not written on the form agreed to.

The plaintiffs said they were not aware of the falsity of all the misrepresentations until 1952, when they learned the premiums on former policies had not been paid, and that the policies were upgraded and otherwise differed from the form described by the agents. Had they known the true facts, they contend they could not have permitted completion of the plan.

They allege they have lost one of

For A Man's Family

LNL agents like to present our Family Protection Plan to a family man because it offers these advantages:

Long protection period: May continue until age 70.

Flexible protection period: Can be from 10 to 50 years.

Flexible income: A 20-year rider on a \$10,000 policy can provide from \$25 to \$200 per month.

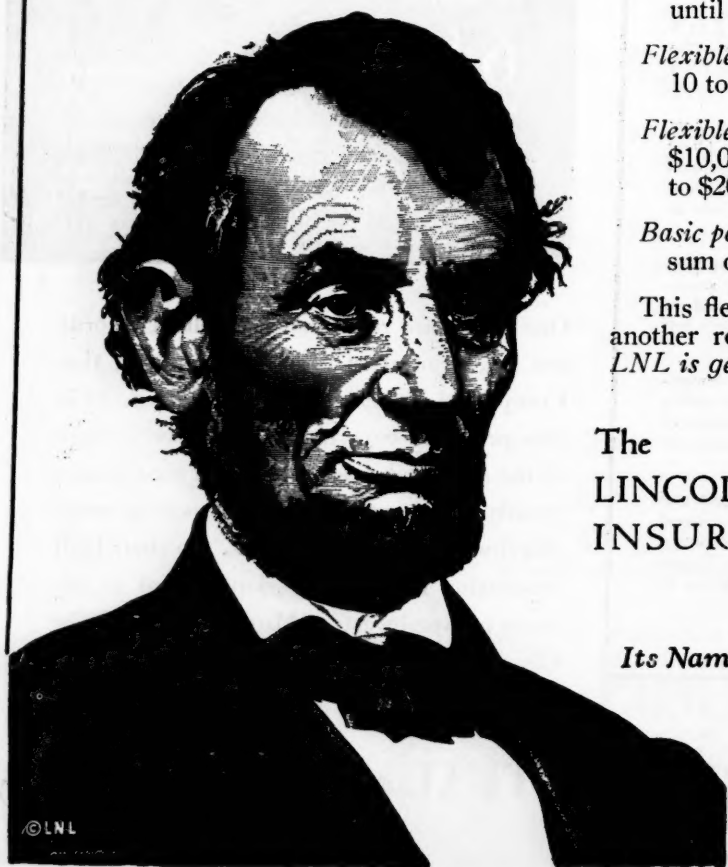
Basic policy payable at death: As a lump sum or as income.

This flexible Family Protection Plan is another reason for our proud claim that **LNL is geared to help its field men.**

The
**LINCOLN NATIONAL LIFE
INSURANCE COMPANY**

Fort Wayne 1, Indiana

Its Name Indicates Its Character



decrease
d age.
headed by
r. Parker
and was
illegible in
the field as
has since
both field

their old policies in one company and had to lapse two others in a second company, that the unpaid loan amounts to \$65,288.85, and that if the bank loan plan is renewed the obligation of the plaintiffs will be \$83,688. They are seeking restoration of their old policies. They also charge they were required to pay large sums of money for annual premiums, interest and bonus charges and commissions.

Management Compensation Hard Hit by Rising Costs

Management's ability to justify maintaining or increasing its own compensation is becoming increasingly difficult in a continuing period of rising costs and taxes, according to a study of the effect of sales and profits on executive compensation just released by American Management Assn.

The report indicates that, on the average, an increase of more than 25% in sales volume was necessary to produce improved profit performance after taxes over the past year.

If profits after taxes were thus improved, the study further shows, management increased its own compensation in three out of four cases. On the other hand, where companies were unable to produce increased sales and profits, even though results could otherwise be considered satisfactory, in half of the cases management's compensation was reduced.

Salaries paid to top company officers were shown to have increased 5.3% in 1951 over 1950, bonus payments were reduced by almost 13%, and contributions to retirement funds increased by about 11%; for a net increase in total compensation of 2.3%. These figures may be contrasted with data from the bureau of labor statistics which show the average earnings of non-supervisory employees in all manufacturing industries to have increased approximately

9.5% during the same period, not including retirement and other benefits.

The A.M.A. study is based on an analysis of 500 reports to Securities & Exchange Commission in 1951 and 1952. It analyzes sales and profits and compensation of the three highest paid company officers, as uniformly reported by companies listed on the New York Stock Exchange.

Baltimore Life has appointed **George J. Mucy** district staff superintendent at Beaver Falls, Pa.

Name Coryell President of Mutual Leaders Club

Gordon Coryell of San Francisco, has been named president of the National Field Club, honor organization composed of the leading agents of Mutual Life. Mr. Coryell joined the company in 1927. He is a perennial qualifier for the company's honor groups and is a member of the Million Dollar Round Table.

Regional vice-presidents were named as follows: western division, J. B. Eck,

San Francisco; central division, Samuel Heifetz, Chicago (Bash); eastern division, Raymond T. Maurey, Erie; southern division, T. D. Harvey, Dallas.

Mrs. Ruth B. Rosenberg, Dayton, was named vice-president of the Women's division of the National Field Club.

The Cleveland Negro leaders that constitute the principal owners of **Dunbar Life** of that city have now acquired Quincy Savings & Loan Co.

Pacific Mutual Life has named **Thomas H. Groth** claim representative at Seattle.



JUVENILE PROGRESSIVE PROTECTION POLICY

Here is a level premium policy built to fit the financial and emotional pattern of the average family. Fathers can start their sons "growing into a man's estate" without carrying large amounts of life insurance on a child's life. Cash values mount up rapidly during the early years — providing educational funds, if necessary. When the child becomes 21, the policy automatically increases five-fold, while the premiums remain the same.

A Head Start on a Lifelong Insurance Estate

\$5,000 Progressive Protection — Increasing to \$25,000 at Age 21

Age at Issue	Annual Premium	Total Cash at Age 65*	Total Premiums to Age 65	Cash Profit at Age 65* or	Monthly Life Income at Age 65**	
					Male	Female
0	\$228.65	\$30,801.10	\$14,862.25	\$15,938.85	\$189.65	\$168.79
5	260.20	29,861.35	15,612.00	14,249.35	183.90	163.64
10	300.50	28,789.10	16,527.50	12,261.60	177.30	157.76
15	350.70	27,327.75	17,535.00	9,792.75	168.30	149.76

* and ** Include accumulated dividends at present schedule which is not guaranteed.

**Monthly Life Income — 120 months certain and for life thereafter.

Progressive Values Through the Years

Example: \$5,000 Progressive Protection increasing to \$25,000 at age 21 — issued at age 1

Available for education, emergencies or business opportunities.

	At Age:	11	18	21	35
Cash or Loan Value		\$1,773.40	\$ 3,367.10	\$ 4,145.80	\$ 7,684.70
*Cash from Dividends		304.75	669.85	876.65	2,751.75
*Total Emergency Fund		\$2,078.15	\$ 4,036.95	\$ 5,022.45	\$10,436.45
OR					
Paid-up Estate		\$6,361.00**	\$10,463.00**	\$11,998.00	\$16,830.00
*Dividend Accumulations		304.75	669.85	876.65	2,751.75
*Total Paid-up Estate		\$6,665.75	\$11,132.85	\$12,874.65	\$19,581.75
Total Premiums Paid		\$2,343.00	\$ 3,993.10	\$ 4,686.00	\$ 7,966.20

*All dividend illustrations based on present schedule — not guaranteed.

First dividend contingent upon payment of entire second year premium

**\$5,000 prior to age 21.

(Issued at ages 0 - 15. In New York State 5 - 15 and at ages 0 - 9 with return of premiums death benefit to age 10)

Massachusetts Mutual LIFE INSURANCE COMPANY
SPRINGFIELD, MASSACHUSETTS

build
an agency
the
All-American
Way



Liberal Commissions

Organization Allowance

Office Allowance

Persistency Bonuses

H. O. Training Schools

Production Club Conventions

Regional Meetings

Prize Winning Sales Aids

A General Agency
Company



WRITE H. S. McCONACHIE, Vice Pres.

AMERICAN MUTUAL LIFE
INSURANCE COMPANY

358 to Get C.L.U. Awards Sept. 10

Following review of experience credentials of the 367 candidates who completed C.L.U. examinations this year and the 30 candidates who completed them earlier, the American College's registration board has recommended awarding of C.L.U. designations to 329 candidates and the associate designation to 29 candidates. Conferment is scheduled for Sept. 10 at Atlantic City in connection with the joint dinner meeting of American College and American Society of C.L.U.

As soon as the registration board receives information from each of the remaining candidates who have completed the examinations showing that the three-year experience requirement has been fully met, award of the diploma will be recommended.

Since the college conferment is on a national basis and some candidates are unable to attend, local presentation of diplomas at meetings of C.L.U. chapters is encouraged. The list of the 300 persons receiving designations includes 326 candidates who completed the examination series of 1952 and 24 who completed the examinations in earlier years.

Names of these candidates appeared

in the Aug. 22 issue of THE NATIONAL UNDERWRITER.

The 10 candidates who are to be awarded the certificate in life insurance agency management are: Arthur G. Boardman, Bankers National Life, Montclair, N. J.; Walter L. Downing, New England Mutual Life, Boston; John O. Gaultney, New York Life, Little Rock; Louis P. Gepford, New York Life, Detroit; James M. Johnson, Equitable Society, Louisville, Ky.; Bernard J. Lytle, Prudential, New York City; William G. Pierce, Fidelity Mutual Life, Philadelphia; W. Clifton Shirley, Equitable Society, Meridian, Miss.; B. William Steinberg, Massachusetts Mutual Life, Jamaica, L. I., N. Y., and Paul E. Van Horn, field training director, Guardian Life.

Postal Names 2 Weinstens

Benjamin and Robert Weinstein, president and vice-president respectively of Triangle Underwriters, New York City, have been appointed district managers of Postal Life. The agency is opening a life department after 22 years in fire and casualty. Charles Blumenthal, assistant general agent of the Altschul agency of Postal, will supervise recruiting, training and development for the new life department, in addition to his other duties.

More Consistency Records Have Come to the Fore

Two more noteworthy production records have come to the fore as a result of stories in THE NATIONAL UNDERWRITER concerning long standing "App-a-Week" memberships. Prior response indicated that top consecutive weekly production records belong to R. O. Browning, general agent for Pilot Life at Burlington, N. C., who has 1,820, and to Ben Bloch, Equitable Life of Iowa, Peoria, Ill., who has 1,804.

Added to the list of consistent producers is Harry O. Bunnell, New York Life, Denver, who has qualified 1,704 consecutive weeks for membership in his company's "App-a-Tiser" Club.

Mr. Bunnell joined New York Life in 1919 and for reasons of health has had to limit his activities, though one of his first production goals was at least one application a week.

Freeman Columbian National Leader

Russell A. Freeman of Idaho Falls, for 37 years an agent of Columbian National Life, in September completes his 216th month of consecutive qualification as a national company leader, based on minimum paid first-year commissions of \$210 monthly.

Mr. Freeman, whose monthly produc-

tion record is unparalleled in the company's history, has qualified for every convention held since 1915.

Bakersfield Building Damaged

The building in which the Bakersfield, Cal., agency of Ohio State Life was housed was badly damaged in the recent earthquake and may have to be razed. None of the members of the agency was injured in the quake.

Medical Examiner Review Valuable

(CONTINUED FROM PAGE 2)

considers that the letter is of even more importance in this evaluation work than the actual data turned up in the evaluation.

Northwestern embarked on this project with some misgivings, knowing that most physicians are rugged individualists by inclination and training. However, this trepidation proved unfounded. The reaction to the letters was uniformly good even though they included constructive criticism wherever it seemed indicated. Only two examiners of all those receiving the letters resigned after getting them and in both cases other reasons seemed to be the real cause.

An individually typed letter is written to every examiner evaluated. The procedure is reasonably well organized now so that variations may be handled by including routine paragraphs which the points noted on the evaluation sheet indicate are appropriate. Naturally, there are many situations that require personal handling by the assistant medical director.

Letter Improved Through Experience

Considerable thought has gone into the development of the letter and changes have been made as the company acquired more experience and received reactions from examiners around the country.

"We think we have a letter which is individualized sufficiently so that it escapes the wastebasket treatment, creates interest, and leaves a favorable impression in the minds of the recipients," said Dr. End.

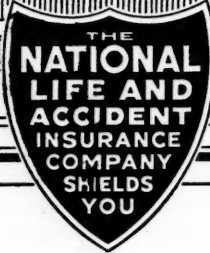
The examiners are told that this is part of a long-range survey, that the company is in a unique position in being able to review each man's work in toto and that it feels that sharing its data with each examiner will be of interest to him. The letter mentions the number of examinations reviewed in the evaluation, the action taken, and then gives praise or constructive criticism where indicated, trying to be as specific as the data permit.

Identical Figures Show Up

For example, some medical examiners get into the habit of putting down a standard normal figure for blood pressure readings, pulse counts, etc., if in their opinion the variation from this figure is not significant. The evaluation would show up these identical figures. Probably they never would otherwise come to light, since in large home offices many different selection experts would be handling different cases from the same doctor. By mentioning the exact number of identical blood pressure readings or pulse counts the examiner knows that the company is not just talking in generalities.

The letter includes a paragraph which states that the company knows each examiner has a personal interest in seeing that an insurance company issues contracts only to good risks and a comment as to the examiner's being a Northwestern policyholder, when he is one. To an examiner of more than five years' standing, the company indicates its appreciation for his work throughout the years, mentioning the exact number of years.

The letter leaves the way open for the examiner to respond but the company doesn't strongly solicit a reply,



THE PEOPLE'S CHOICE

First choice of millions of Americans who desire invincible security in the future is Life insurance, — the only plan which can adjust the economic injustice of death too soon or life "too long".

We are proud that more than three billion dollars of this *sure* security is represented by the outstanding policies issued by this Company.

The NATIONAL LIFE and ACCIDENT

Insurance Company

INCORPORATED

Home Office: NASHVILLE, TENNESSEE

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feeling that to force an examiner to write and explain tendencies which are actually not logically explainable might be embarrassing and undo all the good that the letter could have accomplished. Nevertheless, many doctors do answer the letters. Many of them express appreciation, even for the criticisms of-

ferred. They seem particularly appreciative of the fact that the company is mindful of the quality of their work and has taken sufficient interest to check up on it.

An examiner in Salt Lake City wrote, "In all my experience as an examiner, this is the first time any company has taken me into their confidence and written me fully, as you have, and I appreciate it."

Another from Illinois said, "I was very interested and happy to get your letter in which you gave me the record of my past examinations with your company. I presume all companies make these analyses of their examiners but this is the first time I have ever been told anything concerning this analysis."

Another said, "I was especially appreciative of your comments regarding the tendency toward rounding off of the blood pressure figures. Upon your calling this to my attention, I reviewed my records on just my obstetrical cases for the past year and noticed the same tendency. I shall pay special attention to this in the future."

Another said, "Thank you so much for this kind, personal letter. It is the first time in over 25 years of practice and at least 15 insurance companies I am examiner for that I have received an analysis of my work."

A doctor in Maine said, "Thank you so much for your letter of January 4th. It was most helpful, and showed me the error of my ways."

Would Like Letters Oftener

Another said, "I want to thank you for your letter of criticism of my examinations for the Northwestern. I think a review such as you have done is very much worth-while. I think if it were done more often and a letter written, it would be of great benefit."

A doctor in Nebraska said, "Let me express my appreciation to you for writing me concerning the information you are seeking. This is the first time in almost 28 years I have been making life insurance examinations that any medical director of the companies I examine for has expressed any interest in my work as a local examiner. I feel that your interest in me and your other examiners is genuine and commendable. I can assure you that I feel your criticisms are honest and are given in the spirit of helpfulness."

(CONTINUED ON NEXT PAGE)

H. Warren Richmond, whose promotion to superintendent of the life accounting division of Travelers was announced last week, started with the company in 1926 at Philadelphia and went to the home office in 1926 as assistant superintendent of that division.



PENSION ENDOWMENTS

One of the more attractive and salable contracts on today's market is our Pension Endowment.

\$10 monthly income (120 months guaranteed). Issued to mature at 55, 60 and 65.

At maturity age 65, the annual income is 7.9% of the cash value. The dollar-rate monthly income is \$6.58 per \$1,000.

Increased insurance available through Family Income Riders.

Brokerage Inquiries Invited

LIFE Insurance Company of VIRGINIA

Established 1871
Richmond, Va.

Robert E. Henley, President

FLORIDA COMPANY SEEKS DIRECTOR OF AGENCIES

Company seeks man 35 to 50, with Ambition and Creative Imagination, to establish General Agencies in Southeastern States. Must be aggressive and willing to work hard for the first few years. Company has outstanding Board of Directors of National prominence and expects to operate nationally. Its running mate, a Casualty Company, now operates in 25 states. Life Company will write all life lines except Industrial.

Company starts with \$1,000,000 in premiums first year in Credit Life Field. Applicant with experience in Recruiting, Training, Programming and Business Insurance preferred. State minimum salary expected. Full information exchanged in strictest confidence.

Write:

James G. Ranni, President
American Bankers Life Assurance Co. of Florida
Miami, Florida

BUILT UPON A SOLID FOUNDATION



Our 238 Junior and Senior Dynamo Club Members averaged over \$350,000 of Ordinary Life business during 1951

Here's The Reason

WE HAVE:

- A. A WELL-TRAINED SALES ORGANIZATION
- B. ARMED WITH EXCELLENT SALES TOOLS

and

HIGHLY COMPETITIVE SALES MERCHANDISE

- C. A LIBERAL COMPENSATION PLAN . . . INCLUDES

1. Free Hospitalization
2. Group Insurance up to \$6,000
3. A Non-Contributory Pension Plan
4. Disability Benefits

Four Decades of Progress

1912 TO 1952

1. An all time high in new sales, \$116,000,000 in 1951 (includes reinstatements and revivals)
2. Half a billion dollars of insurance in force
3. Complete mutualization
4. The completion and occupancy of our new \$3,000,000 home office building

The progress of Pan-American Life Insurance Company is measured by the ability and success of its agency organization.

CRAWFORD H. ELLIS
President

EDWARD G. SIMMONS
Executive Vice-President

KENNETH D. HAMER
Vice-President & Agency Director



For Information, Address:
CHARLES J. MESMAN
Superintendent of Agencies

PAN-AMERICAN
LIFE INSURANCE CO.
NEW ORLEANS, U. S. A.

An examiner in West Virginia said, "I think this is a very good idea to communicate personally with the extension as far as your company is concerned. I appreciate your comments and I am sure other examiners feel as I do."

A Kentucky man wrote, "This is the first letter of its type I ever received, and I do life insurance examinations for several other major companies. Thanks again for receiving a little feeling of personal touch from a large organization."

An examiner from Denver said, "It is always a pleasure to know end results. So much of insurance work is done with-

out knowing what happens that it is hard to evaluate oneself."

An examiner in Mason City, Ia., wrote, "I am certainly pleased to know that the Northwestern Mutual is taking so much interest in the examinations done by individual doctors, which indicates to me the company is following the very best policy in keeping the proper relationship with its examiners."

One of the examiners at Waterloo, Ia., wrote, "I certainly feel that it is very stimulating to the individual examiner to know positively that there is a thorough check on his work and an occasional survey."

A very high grade examiner from

Boston said, "I believe any conscientious, honest examiner welcomes criticism and suggestions from a medical director, and takes pride in receiving a letter from the medical department such as I have had from you. I feel that any examiner is entitled to and should know the results of his work and what suggestions the medical department might have in regard to his work."

An examiner in Ohio wrote, "I think this letter of yours is a darn good idea."

A very active \$100,000 examiner in Connecticut wrote, "It is valuable for us to hear from the medical department once in a while. I realize the size of your task — nevertheless we should get the home office point of view more frequently. It would keep us more on our toes."

A Chicago man wrote, "I think this is a very fine technique that is done by too few companies."

A long-time examiner wrote, "It is gratifying to know that one's work is being scrutinized with the thought of giving some assistance when needed."

An examiner from Maryland wrote,

Promotion Chiefs



E. F. Karam



A. D. Sileo

As reported last week, Edmond F. Karam, as supervisor, and Alfred D. Sileo, as assistant supervisor, will head United States Life's expanded sales promotion department which will be responsible for direct mail, brokerage material, agency house organs and all other promotional material.

Mr. Karam before joining U. S. Life in 1948 was a member of the Eastern Underwriter editorial staff and Mr. Sileo formerly was advertising manager of Union Labor Life.

"Your letter of Jan. 23, 1952, was indeed a pleasant surprise as it was the first of this nature that I have ever received, I have often been curious as to how my examinations 'stack up,' and your survey has certainly answered my question as far as your company is concerned. I appreciate your comments and I am sure other examiners feel as I do."

Realization of the time that would be involved is the one big reason why many companies have refrained from making use of any evaluation system but it is no doubt also true that some may have held back because they thought the project "would bring more aches to a head already aching from the vexing day-to-day problems of a medical department and conceivably would cause hard feelings among the examiners," said Dr. End, but he emphasized that Northwestern's experience has indicated there should be no concern on this point.

"So that our field force will know that we occasionally do something besides sit in our offices and concoct schemes to decline more cases, we write to each general agent after the letters have gone out to the examiners in his area and inform him as to what has been done," said Dr. End.

HELPS THE FIELD

"We stress that we have attempted to demonstrate to our examiners the advantages of close cooperation between the agents, examiner and home office staff to insure the thoughtful consideration of the interests of all concerned."

"Since reobservations are a bugaboo to most agents, we tell them that we have impressed upon the examiners the desirability of performing careful work at the time of the original examination so as to avoid the necessity for rechecks whenever possible."

Of the 9,354 appointed examiners on Northwestern's list, about 24% perform enough examinations to justify an evaluation of their work. Based on experience to date, Northwestern estimates that perhaps 2,300 evaluations would put the company on a current, up-to-date basis. The medical department has completed something more than 50% of



He helped make dentistry a profession

In 1728, Pierre Fouchard wrote the first textbook on dentistry. By thus gathering together existing knowledge of dental practices, he helped make dentistry a profession.

No profession has advanced more rapidly. Dentists of today command the most advanced methods and means for restoring and preserving teeth and practicing preventive dentistry.

Our hat is off to your dentist, who is doing so much for the future security of your teeth by skillful attention to them now.

MEET ANOTHER EXPERT IN FUTURE SECURITY

Like the dentist, the Mutual Benefit Life man's chief concern is future security for clients. With his Analograph, for example, he can map out a finan-

cial course that will assure you a future free from financial worry. He has tools and plans so flexible that he is able to select just the right plan every time.

PROFESSIONAL AID TO THE DENTAL PROFESSION

Many dentists have obtained from the Mutual Benefit Life man expert diagnosis of and professional attention to their financial problems. He is always available to help them construct a plan tailor-fitted to their unique requirements.

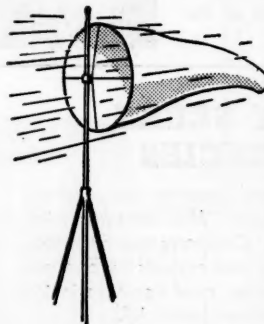
Giving so freely of his time to build future security for others, the Mutual Benefit Life man has earned for himself a respected place in his community. He likes his work and has the tools to do a good job.

THE MUTUAL BENEFIT LIFE

INSURANCE COMPANY • ORGANIZED IN 1848

300 BROADWAY, NEWARK, NEW JERSEY

WHICH WAY
WILL THE WIND BLOW?



THAT's often impossible to predict, just as it's often impossible to predict in advance the policy that will best meet a prospect's requirements. But Indianapolis Life agents are fortunate in having a quality series of modern, liberal, low-cost policies to fit any situation from birth to age 65—no matter how the wind blows. Outstanding policy examples include the Progressive Estate Policy for juveniles . . . the special Business Men's Policy combining low initial cost with low net cost . . . and the unique Family Protection rider. Write for details.

INDIANAPOLIS LIFE

INSURANCE COMPANY

Mutual—Established 1905

INDIANAPOLIS 7, INDIANA

AGENCY OPPORTUNITIES IN Illinois, Indiana, Iowa, Ohio, Michigan, Minnesota, Texas

this number. After the total number has been evaluated, it will then have to evaluate only the relatively active new examiners after they have been appointed a year. This would be perhaps 300 annually.

Favors Continuous System

"Since the examiner situation of a company needs attention, not frequently but constantly, I feel quite strongly that this system should be a continuing one, so that an over-all territorial evaluation might be initiated every five years or so," said Dr. End. "This interval will probably be determined by the stamina and perseverance of the home office

staff but the repeat study should be of extreme interest and should open up some new avenues of investigation, such as checking the previously evaluated examiners with the objective of determining whether our constructive criticism has benefited the individual examiners and whether the knowledge that their work is being reviewed will serve as a beneficial stimulus to the examiners as a whole."

In preparing his paper Dr. End wrote to many of the major companies to get an idea of their practices in connection with evaluating the work of their medical examiners. He received replies from 51 companies. Of these, 20 reported that they used no evaluation system. Five companies said they formerly had used such a system but had not felt the results justified the expenditure and time. One of these is thinking of reinstating the previously used plan if their personnel picture improves. Two companies are thinking of instituting such a system as soon as they can get the details worked out.

The remaining three companies use some form of evaluation system. Sixteen companies carry on a more or less continuing system. Ten of these did not comment whether or not a letter is written to the examiners so presumably they do not write. Six companies write to the examiners, four doing so where they think the circumstances justify it, while the remaining two companies follow a procedure practically identical with that used by Northwestern, that is, routine evaluation with individual letters to every examiner whose work has been studied.

SPECIAL SITUATIONS

The other 15 companies evaluate their examiners only on special occasions, apparently most often when the underwriters notice a tendency toward carelessness, or when a missed impairment causes suspicion of the quality of the examiner's work, or when consideration is being given to the elevation of the examiner to a special classification. Five of this group of companies write to the examiners if they think a letter is indicated.

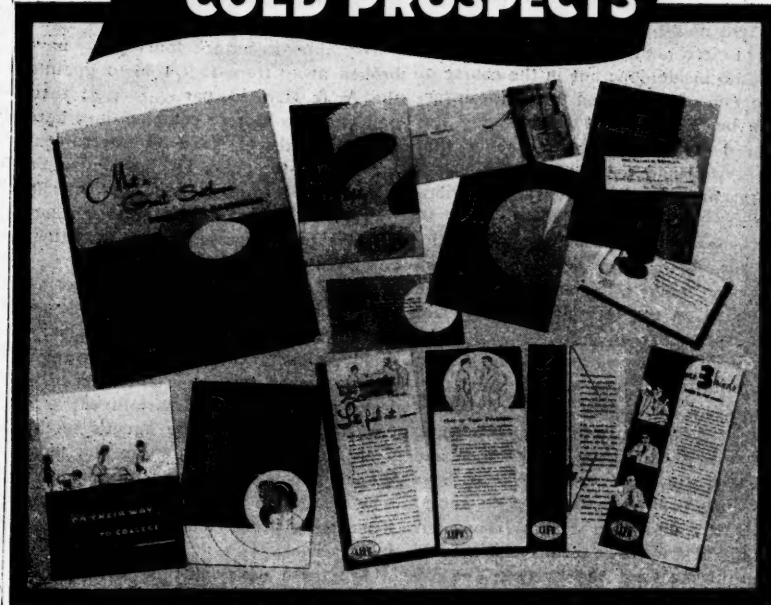
About one-third of the replies received indicated that the writers felt personal visits with the examiners constituted a much more effective means of appraising their ability, interest, and the like, than a system such as Northwestern uses. Northwestern makes an effort to have its medical department people visit its active examiners in the communities where they attend agencies' meetings but the company has not yet deemed it feasible for the staff to make special visits to all examiners periodically.

Helps Public Relations

"From a public relations viewpoint, I am sure that visits do a world of good and by bringing about friendships between the examiner and home office staff no doubt increase efficiency," said Dr. End. "Nevertheless, I personally am not convinced that we can accurately appraise a doctor's ability on the basis of a visit in his office. I admit, however, that this thought, as well as our method of using agents' suggestions for examiner appointments, is a highly controversial subject."

(CONTINUED ON PAGE 19)

Warming up COLD PROSPECTS



The Twin Salesman

is Great Southern's answer to planning productive interviews for their Great Southerners. A modern, effective direct mail service, the Twin Salesman persuasively presents Great Southern protection to prospects and policy-owners . . . stimulates their interest in life insurance protection for specific purposes...paves the way for personal presentations that mean more closed cases for Great Southerners.

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EDITORIAL COMMENT

Trend to Multiple-Line Agents?

Are there maybe some important changes ahead for the traditional methods of merchandising life insurance? We have no inside dope but in the course of reporting what goes on in the life insurance business we can't help being impressed by certain developments that might well add up to something pretty far-reaching for life insurance distribution.

Maybe we're just being taken in by insufficient evidence, so we'll let you judge for yourself. Here are some of the things taken together may or may not be symptomatic:

1. Life companies are seeking to develop business from general insurance men as never before. The companies that have done it right along are going at it with renewed vigor, ingenuity, and extensiveness. Some companies that have not done brokerage business in recent years or never taken it all are considering it. This upsurge of interest in brokerage business is due largely to the discouragingly high cost of financing new full-time life agents, plus the rapidly spreading realization that brokerage business can be good business and economically obtained if a company goes at it right. Plus a realization on the part of general insurance men that they can make themselves a nice piece of income by selling life insurance.

2. Dr. S. S. Huebner, revered life insurance educator and for many years president of the American College, recently advocated at the closing session of the C.L.U. Institute at University of Connecticut that the professional insurance man handle all phases of his client's insurance rather than being a specialist either in life insurance or in the property-liability lines. This is not a new stand for Dr. Huebner, but it was the first time he'd uttered it at a public gathering and it has made quite an impression on life insurance people, many of whom had taken it for granted that Dr. Huebner's concept of the "professional" insurance man would be one devoting his time exclusively to life insurance or to property-liability coverages.

3. The continuing high turnover of new life insurance agents, though considerably improved since the Temporary National Economic Committee took the life insurance business to task about it a dozen years ago, is still a major unsolved problem. How far the problem is from solution may be judged from the fact that L.I.A.M.A. studies indicate that the turnover actually ought to be higher and faster than it is—that more agents should be fired sooner, for the good of the agency, the company, and

the agents themselves.

4. Companies that for years were purely life insurance purveyors have broken away from that role to go into the A. & H. field, partly to give their policyholders a more complete insurance service, partly to stave off government invasion of the A. & H., hospitalization and medical expense field, but mainly to give their agents a new and quicker-to-sell type of business to augment their commissions from life insurance.

5. Group insurance in various forms, including pensions, has narrowed the market for the agent selling mainly individual insurance; yet mass coverages have achieved too important a place to leave room for drastic curtailment as a realistic remedy for the agent's plight.

6. As companies put more and more money into educating and training each new agent, the problem of keeping him from being proselytized becomes increasingly serious.

Are these developments just isolated phenomena, having no relationship to each other? Or do they maybe add up to something? Is it possible that, taken together, they mean that the day of the all-round insurance practitioner, handling all phases of his clients' insurance, is closer than most insurance people think? And that when it comes it will be at the instance of the life companies and not in spite of them?

Is such a trend—if it exists—a salutary one or not? We don't profess to know but such indications as there have been open the door to some fascinating speculations. First of all, what would be the probable effect on the present well-established successful producer? Very slight, we think. As Dr. Huebner said in his C.L.U. Institute talk, there will always be a place for the strictly life insurance specialist along with the general practitioner of insurance, just as there are medical specialists and general practitioners. And, as a practical matter, a great many outstanding life insurance agents already handle a substantial amount of general insurance business. For them, it would just be a matter of the procession catching up with them.

Anyway, nothing in the indications that have been cited points to any lessening in the popularity of the successful life-only agent. He is too rare a jewel for any agency department to sell short.

How would the multiple-line approach affect sales? Presumably favorably, or no company that tried it would stick with it very long. But there's no guarantee that the system would work equally well for all companies that essayed it nor that it would work at all for some.

In general, there would be the question whether the general insurance man's "in" with his clients, due to his more frequent contacts and perhaps personal friendship, would be sufficient to take the place of his lack of "salesmanship" in the usual life insurance sense.

What would be the effect on turnover among producers? The general insurance man isn't usually faced with the problem of getting enough in the way of life insurance commissions—or advances—to live on as the alternative to quitting the business. Would this consideration be sufficient to offset the lower per-man production normally to be expected of a broker who is getting a large share of his income from general insurance lines?

But what would happen if brokerage business should become so aggressively sought after that there would not be enough good general insurance men to go around? Is it conceivable that some life companies might do what many are already doing with A. & H.—set up general insurance departments and operate more or less like some of the present multiple-line companies? Or rather than going into the general insurance business might they encourage their new agents to go after general insurance business, perhaps even arranging a connection with some good general insurance agency? Obviously, any such move would depend on whether the company felt the effect on turnover and agent morale would be sufficiently favorable to offset the reduced volume per agent that would result from his dividing his time between life and general lines.

It might seem strange to see life companies deliberately encouraging their new agents to handle all lines of insurance, but it was not so long ago that some of the companies now pushing A. & H. were emphatically opposed to letting their agents sell anything but life insurance and annuities.

On the score of immunity to proselytizing, the general insurance man ranks high with those who seek brokerage business. For the most part he produces a substantial volume of life business but not enough to make him an obvious target for a rival life company that is out to latch on to a ready-made star.

The rapid expansion of Great-West Life's business in recent years through systematic intelligent cultivation of brokerage sources has been an eye-opener to many agency executives who have been concerned about the difficulty of getting full-time life agents and the high cost of financing those that are hired. Many other life companies, of course, have developed a large volume of sound business through general insurance men but the spectacular success of Great-West Life has encouraged many companies that might otherwise have been dubious about its possibilities, according to one executive—not a Great-West man, incidentally.

Bankers National Life has long stressed development of life business from general insurance men. In fact, most of its agents are general insurance men. The company finds this system ideally adapted to its situation and far less costly than building up a sales force of life-only producers.

Simplified, and perhaps oversimplified, the question for the life insurance business generally appears to be: In developing new production sources, is it more economical to look to men who will devote their entire time to life insurance and—if the company sells it—A. & H., or to seek a like volume from a larger number of multiple-line producers? In spite of the various developments we have cited, the answer won't be the same for all companies. But it is apparent that never before were there so many companies so keenly interested in getting a realistic answer applicable to their particular situations.

What do you think about it?

PERSONAL SIDE OF THE BUSINESS

Kenneth T. Sato, general agent at Los Angeles, and **Samuel Farber**, manager at San Francisco, as reported in



K. T. Sato

Samuel Farber

last week's issue, are the first California appointments of United States Life.

Mr. Sato started in insurance in 1946

as an agent at Denver, and formerly was with Occidental of California. Mr. Farber, at one time with Penn Mutual Life, went with U. S. Life in 1947 as brokerage supervisor in the New York area. He started in the business in San Francisco in 1946.

Gerald J. Wright, general agent of State Mutual Life at Kansas City who was seriously injured in an automobile accident in southern Missouri while on a fishing trip about a month ago, is making satisfactory recovery. He has been moved from Springfield, Mo., to St. Mary's hospital at Kansas City. He lost an arm and suffered a severe concussion of the brain.

H. O. Fishback, Jr., vice-president of Northern Life of Seattle, is making an excellent recovery following the serious accident which he sustained at the time

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—LIFE INSURANCE EDITION

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SAN FRANCISCO 4, CAL.—507 Flatiron Bldg., Tel. Exbrook 2-3054. F. W. Bland, Pacific Coast Manager.

of the convention of Washington Assn. of Insurance Agents at Yakima.

Mr. Fishback had arisen about 5 a. m. He tripped over a lamp cord which was stretched across his hotel room and plunged three floors below to an alley. Fortunately, he fell feet first. He suffered a fractured left leg and hip, two fractures of the pelvis and a right heel fracture, as well as a head contusion.

Mr. Fishback is confined to St. Elizabeth Hospital, Yakima, and it is expected that he will remain there until about Oct. 1. He will be bedridden for many weeks even after his return to Seattle.

Howard S. Wilson, president of Bankers Life of Nebraska, is to be married Sept. 15 to Mrs. Louise Baker, Chicago author who just recently resigned as director of information for National Society for Crippled Children & Adults. They will go on a 40-day South American cruise. Mr. Wilson is a member of the executive committee of the trustees of Society for Crippled Children & Adults. Mrs. Baker is the author of two best sellers and a potential third one. Her first, "Party Line," was sold to 20th Century Fox, appeared in Reader's Digest, and was presented in radio dramatization on Cavalcade of America. The second, "Out on a Limb," appeared in Cosmopolitan, Omnibook and the pocketbook edition of This Is America.

DEATHS

HAMILL N. LESLIE, 59, associate publisher of the Insurance Record, Dallas, died of a heart attack at Marlin, Tex., where he had gone for the Labor Day holiday. He had been associated with his brother, John C. Leslie, in the development of the Insurance Record since shortly after it was founded in 1934.

CHASE CONOVER, who headed the insurance accounting and consulting firm of Chase Conover & Co. at Chicago, and who was former chief examiner of the Illinois insurance department, died Sunday at Henrotin hospital at Chicago. He had entered the hospital five days earlier because he felt poorly, but his death was entirely unexpected. His age was 48. The Conover firm acts as the statistical office on Illinois business for the admitted underwriters of London Lloyds. Mr. Conover came from Virginia, Ill., and went into the Illinois insurance department in 1922 as an examiner. At that time his uncle, Clifford Ireland, was superintendent of insurance when the insurance department was a division

of the department of trade and commerce. He served as chief examiner under Insurance Director Ernest Palmer, and in 1935 left to organize his own accounting firm. Chase Conover & Co. acts as consultant to a number of state insurance departments.

Mr. Conover was a director of Society of Actuaries in Public Service and had been one of the organizing directors in connection with the founding of that group some three years ago.

HAROLD C. NOLTING, associate manager of Equitable Society, died at Syracuse, N. Y. He was with the company 42 years and had been at Syracuse 17 years.

OBSERVATIONS

Making Premium Load Bearable

A fire insurance executive remarked the other day that with the cost of living at an all-time peak, those who carry insurance, of whatever kinds, are becoming increasingly sensitive to the premium load and particularly when premiums are irregularly spaced and for quite widely varying amounts, as is usually the case. He mentioned the use of salary allotment plans for paying life insurance premiums, but feels that an effort should be made by insurance companies to get employers to set up plans so that employees could pay for all their insurance by level-amount deductions from salary each month.

This executive pointed out that such a plan would be a much appreciated service to most insured as a way of smoothing out the peaks and valleys in the average employee's insurance premium payments. It wouldn't reduce the over-all load but would at least eliminate those recurring sensations of bankruptcy.

The proposal would of course make more work for the employer's already overburdened accounting department but such departments are already geared up to take care of numerous other types of deductions. In many corporations the extra work of paying insurance premiums for employees might well be considered a cheap investment in bolstering employee morale. With the more general use of machine accounting and evolution of new methods of mechanization, it seems likely that systems of taking care of employees' premium payments on a salary allotment basis could be worked out without too much of a load on the accounting department and to the very real advantage of the employees.

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GEORGE L. HAMLIN, C.L.U.
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The job is great. The need is urgent. Now, as never before, is the time to support these worthwhile activities by giving to the Red Cross! Now is the time to develop the natural strength that is a bulwark against disaster. There's nothing like it on earth... Nothing like the United States of America, either.

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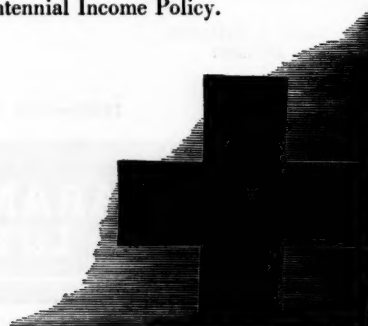
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COMPANY MEN

R. F. Hatfield Named to High Northwestern Nat'l Post

Rolland F. Hatfield, director of research of the Minnesota department of taxation since 1940, has been named executive assistant of Northwestern National Life. He will take up his new duties Oct. 1 and will be under the immediate direction of George W. Wells, president.

During army service in the last war, Mr. Hatfield was assigned to General MacArthur's headquarters in Tokyo and supervised all financial activity of the Imperial Household. In 1949, while on leave from the department of taxation for four months, he was a member of the Shoup tax mission, which devised an integrated tax system for Japan. He formerly was on the staff of the College of St. Thomas, and in 1939 and 1940 served as technical adviser to the Minnesota resources commission.



R. F. Hatfield

Hoard Retires; Name Barr Successor at Paul Revere

Robert F. Hoard, agency secretary of Paul Revere Life, has retired after 28 years with the company. He will be succeeded by William Barr, Jr., who has been associate secretary since early this year.

Mr. Hoard is a veteran of 46 years in the business. He entered it in 1906 and subsequently represented Occidental of N. C., Acacia Mutual and Jefferson Standard in sales and supervisory capacities. He joined Massachusetts Protective, affiliate of Paul Revere, in 1924 as a supervisor at Richmond. For a number of years he served as director of agencies with headquarters at Chicago. He was made agency secretary in 1945.

London Life Appoints Bell

London Life has appointed Wray M. Bell underwriting executive to succeed the late H. R. Laurie. Mr. Bell joined the company in 1927, and became assistant actuary in 1934. He has been associate underwriting executive since 1946.

He is a fellow of the Society of Actuaries.

Home Life Advances Rouffa

Home Life of New York has appointed Robert S. Rouffa assistant actuary. Mr. Rouffa joined the actuarial department in 1950, and became actuarial assistant last year. He is a graduate of Massachusetts Institute of Technology, and a veteran.

Named Assistant Secretary

Occidental of California has appointed A. B. Halverson assistant secretary for group. Mr. Halverson had been assistant controller since 1946. He joined the company in 1936.

COMPANIES

Campaign Honors Adams

The field force of Ohio State Life Sept. 8 will launch its annual President's campaign in honor of Claris Adams. The campaign, which will be under the general direction of Superintendent of Agencies Howard W. Kraft, will close Oct. 31. The agency making the largest gain over its prescribed quota will be presented the President's Trophy.

Own 80% of Postal Stock

Bear, Stearns & Co., New York City investment firm, recently purchased a block of stock representing 8 1/2% of the outstanding capital stock of Postal Life from H. B. Cantor, president of the Hotel Governor Clinton, largest minority stockholder in Postal. Earlier this summer Bear, Stearns and Pennroad Corp. jointly purchased 72% of Postal's stock. The Bear, Stearns group now owns 80% of the outstanding capital stock.

Name Examining Committee

Five prominent business and professional men from various parts of the country have been appointed to the 1952 examining committee of policyholders of Northwestern Mutual Life.

On the new committee are John T. Menzies, Baltimore, president Crosse & Blackwell Co.; Samuel J. Campbell, president Kable News Co., Mount Morris, Ill.; Dr. Carl Eberbach, Milwaukee surgeon and clinical professor of surgery at Marquette University; Arthur E. Pew, Jr., director and former vice-president of Sun Oil Co., Philadelphia, and Horace M. Benstead, vice-president and secretary of Western Printing & Lithographing Co., Racine, Wis.

Connecticut Mutual Life's 1953 calendar will feature contemporary American art.

RECORDS

Insurance in force for Jefferson Standard Life has reached \$1,100,000,000, a gain of \$100 million since June of last year.

Sales of new insurance of Northwestern Mutual Life in July were the highest for that month in its history. The total paid-for was \$44,193,000, 12% over the previous high July in 1946 and 31% above last year. Leading general agents were B. J. Dolwick, Cleveland; C. H. Eckert, Detroit; J. Lowell Craig and Willard L. Momen, Milwaukee, and Clyde O. Law, Wheeling, W. Va. The seven-months was the second highest with \$290,206,000, within 3% of the similar 1947 period. Leaders were Messrs. Momen, Craig and Eckert, Jamison & Phelps, Chicago, and J. B. Mage, Los Angeles.

Pacific Mutual Life's writings of new ordinary life insurance in July showed a 35% gain over the corresponding period a year ago. Gains in the A. & H. field also are recorded. Pacific Mutual has 21% more agents producing today than at the same date in 1951.

Insurance in force for Liberty Life through June totaled \$513,108,317. Total assets reached \$60,308,459, and capital and surplus rose to a record \$6,693,617.

Pacific Mutual has made a net increase in ordinary in force during the first six months of 1952 of more than double the 1951 figure. Total life in force now stands at \$1,272,000,000, including \$300 million of group.

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LIFE AGENCY CHANGES

R. G. Wall to S.F., Munro to Oakland for Union Central

As part of a California agency expansion move, Union Central Life has appointed Robert G. Wall, leading personal producer for the company in 1951, manager at San Francisco. Don W. Munro, who has been manager there since 1946, has been placed in charge of a newly-opened agency at Oakland.

A life and qualifying member of the Million Dollar Round Table, Mr. Wall

as associate general agent. He has been with the Kent agency for about a year.

Pittman Named to Head New General Agency at Tampa

Occidental of California has named F. S. Clair Pittman general agent for the new agency at 306 Tampa Theatre building, Tampa, Fla.

Mr. Pittman was formerly with State Mutual Life. He entered the business with Life of Virginia. He is a past director of Tampa Assn. of Life Underwriters, and former representative at Tallahassee. He is a graduate of University of Tampa.

Graber to Waukesha Post

James D. Graber, assistant educational director of the Northwestern Mutual Life, has been appointed district agent for Waukesha county, with headquarters at Waukesha, Wis. Mr. Graber entered the business in the Stamm agency at Milwaukee in 1946 after serving in the air force. The following year he became assistant to Harold W. Gardiner, educational director, at the home office and

aided in the development of the company's educational program for agents.

Bankers of Iowa Names Dean General Agent at Spokane

Bankers Life of Iowa has appointed Ray J. Dean manager at Spokane to succeed S. H. Bright, who returns to personal production.



Ray J. Dean

for the company's top production club, 1945-50.

C. M. Jerdeman, district representative of Business Men's Assurance at Wisconsin Rapids, Wis., has been transferred to Beaver Dam, Wis.

Bowes, Joseph Become Newark Agency Partners

C. Vernon Bowes, general agent for New England Mutual Life at Newark



C. V. Bowes



G. G. Joseph

for 13 years, is taking George G. Joseph into partnership and the agency will be known as Bowes & Joseph.

Mr. Joseph has been assistant superintendent of agencies. A navy veteran, he had sales experience before joining New England Mutual in 1946 as an agent at Toledo. He became a supervisor at Newark in 1949, was transferred to the home office as field assistant in 1951, and made assistant superintendent



D. W. Munro



R. G. Wall

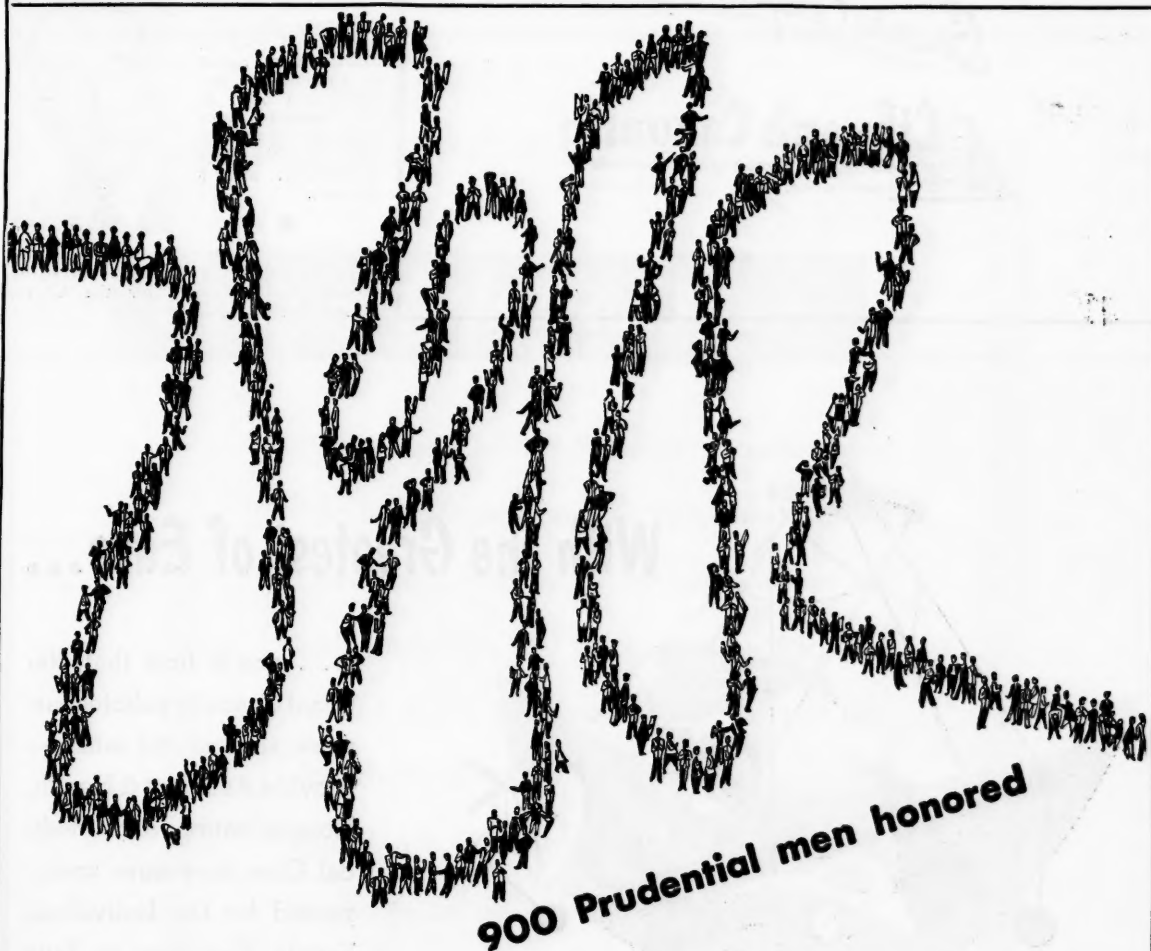
has been on the company's "\$500,000 Club" roster for eight years and currently is president. In May, 1951, he set what then was a company record for the largest volume of new business on life plans closed by any agent in a single month. It amounted to \$875,000, all written on the ordinary life policy. His total Union Central production last year was \$2,244,594. He is a frequent contributor to the company's sales magazine and often has appeared as a speaker at the Union Central conventions. He started at New York City in the same agency in which his father had represented Union Central.

Mr. Munro received his first life insurance experience while in high school, and sold life insurance during his college days. He joined Union Central as assistant manager at San Francisco in 1941, became acting manager there in 1946, and manager shortly after.

Bay Now Ass't Manager

Maturin B. Bay has been named assistant manager of the Sidney A. Kent agency of Prudential at Chicago.

Mr. Bay entered the business in 1929 and until the last war he was an independent broker and a partner in the Chicago insurance firm of Riddle & Ray. Following naval service he joined Prudential's La Salle agency at Chicago, was promoted to assistant manager in 1946 and to associate manager in 1949. Later that year he went with the Frank agency of State Mutual Life at Chicago



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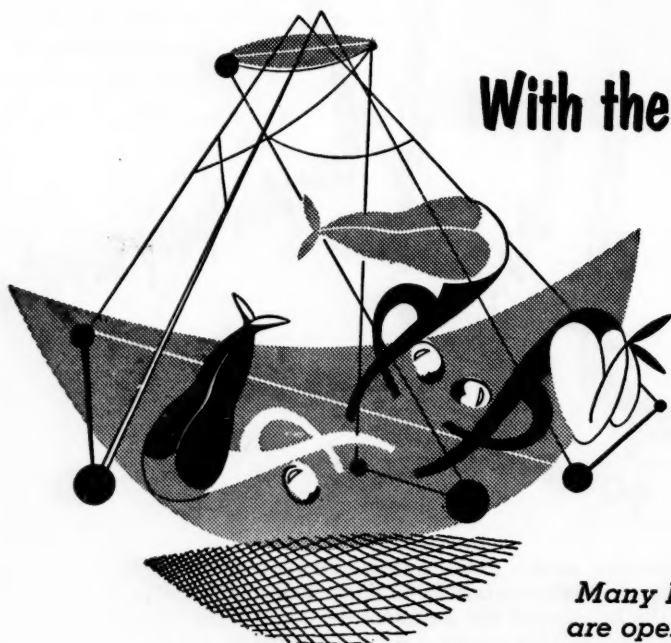


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DETROIT 26, MICHIGAN

Remember—It's Easiest to Sell the Best!

of agencies this year. He is a past president of Newark Life Supervisors Assn.

Mr. Bowes entered life insurance in 1923. He was an agent for Prudential at Utica for six years, and assistant manager for five years at Rochester before joining New England Mutual as agency supervisor there in 1935. He was appointed general agent at Rochester in 1935 and was transferred to Newark in 1939. He was president of Northern New Jersey General Agents & Managers Assn. in 1949.

Pilot Life Appoints Laney



Pilot Life has appointed E. L. Laney general agent at Jacksonville, Fla. Mr. Laney has been in the business as an assistant manager, home office regional manager, and manager, since 1941. He was most recently manager for Prudential at Charlotte, N. C.

Shirk Named General Agent

Kansas City Life has named Paul E. Shirk general agent at Columbus. Mr. Shirk has been in the business since 1946. He is a graduate of Ohio State University, and a veteran.



Prudential has appointed Warren H. Risser staff manager for the Cherry Creek district at Denver.

SALES MEETS

Beneficial Life Holds Third Regional Convention

Beneficial Life conducted its third and final regional convention for the year at McCall, Ida. The meeting, with over 150 producers and their wives in attendance, was set for Sept. 8-11. Similar gatherings have been held at Pasadena, Aug. 18-21, and North Rim, Grand Canyon, Aug. 5-8.

The recent Pasadena meeting featured panels on "Operating a Successful Business"; "Ideas that Will Help You Sell"; "Building a House of Income"; "Thar's Gold in Them Thar Businesses," and a panel for the ladies, "We're in Business Together."

Home office officials attending the regionals include George J. Cannon, executive vice-president; Virgil H. Smith, vice-president; Earle W. Peirce, vice-president and treasurer; Eugene P. Watkins, vice-president and secretary, and Clyde J. Summerhays, vice-president and director of agencies.

300 Attend Southland Life Agency Rally in California

More than 300 agents, managers and supervisors and executives of Southland Life this week are attending the annual agency convention at Coronado, Cal. The conventioners, from Arkansas, Oklahoma, Oregon, Texas and Washington, left Dallas Aug. 31 on a special train for Coronado. The return trip is planned so as to afford as much sightseeing as possible.

Opening of the convention coincided with the culmination of a president's birthday campaign honoring John W. Carpenter which resulted in new business totals exceeding those for any previous month in the company's history. Guest speakers at the business meeting are Frank Bettger, author of "How I Raised Myself from Failure to Success in Selling," and Alden C. Palmer, executive vice-president of Insurance R. & R.

Speakers among the company's field organization include Leonard J. Popma, Jr., Portland, Ore., and Edward H. Dyer, Fort Worth, Tex. Herman Ford, director of sales training, will be moderator of an agents' panel consisting of Glenn Anderson, Victoria, Tex.; Wylie Boyle, Paducah, Tex.; E. A. Roesler, Oklahoma City; Charles S. Webster, Little Rock, Ark.; T. D. Whitaker, Tyler, Tex., and Harry Wood, Jr., Corpus Christi.

The company will hold separate meetings for agents in the eastern seaboard territory of Maryland, Virginia, North Carolina and the District of Columbia.

Two Mutual Trust Regionals

Mutual Trust Life of Chicago has completed three-day regional meetings for eastern and western agency groups.

The eastern meeting was at Bretton Woods, N. H. Speakers there were Raymond Olson, president, and Lewis R. Sams, vice-president of Retail Credit Co.

At the western meeting, held at Mackinac Island, Mich., the featured speakers were O. I. Hertsgaard of Minneapolis, a company director, and Carlton Z. Hanor, regional manager at Chicago for Retail Credit Co.

Mammoth L. & A. Ends Meeting

Mammoth L. & A. recently concluded its midyear management conference at Walnut Hills, O. Home office speakers included J. E. Hankins, executive vice-president; H. F. Jones, vice-president; George E. Mahin, assistant agency director; L. W. Harris, chief accountant, and H. S. Wilson, director of education and research.

Talks were also given by P. M. Grant, Sr., Chicago; W. A. Adkins, Memphis, and L. D. Jones and C. H. Norris, Indianapolis.

H. & Com

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ACCIDENT AND HEALTH

H. & A. Conference Committees Named

New committees of H. & A. Underwriters Conference have been named by Robert R. Neal, North American Accident, conference president.

Due to considerable overlapping of activities and personnel, the hospital insurance committee and the medical insurance committee were combined this year to form the hospital and medical insurance committee. Don R. Hodder, Woodmen Accident is chairman and Howard LeClair, Mutual Benefit H. & A., vice-chairman.

A new committee composed entirely of medical directors of conference member companies has been named with Dr. W. H. Scoins, Lincoln National Life, as chairman. It will act in an advisory capacity to the hospital and medical committee and the underwriting committee.

R. C. Knoblock, Washington National, heads the group committee, with these vice-chairmen: Association group, Paul S. Fisher, Continental Casualty; blanket, W. J. McGettigan, Security Life & Accident; compulsory cash sickness, E. C. Voigt, Lumbermens Mutual Casualty; franchise, Porter A. Bywaters, Jr., Employers Casualty; industrial group, George C. Johnson, Hardware Mutual Casualty. Billedward Howland, Mutual Benefit & H. & A. is secretary.

Other committee chairmen are:

Planning, Frank L. Harrington, Massachusetts Protective; finance, R. J. Wetterlund, Washington National; agency management, Lyman C. Baldwin, Security Life & Accident; blanket, R. R. Haffner, Business Men's Assurance; business standards, E. A. McCord, Illinois Mutual Casualty; claims relations, E. J. Faulkner, Woodmen Accident; conservation, F. L. Barnes, Ohio State Life; cost, G. M. Grady, Monarch Life; convention, L. L. Phelps, North American Life; disability insurance coordinating, R. L. Paddock, Time; education, C. F. Lee, Columbian National Life; legal, Dudley Porter, Jr., Provident Life & Accident; membership, E. J. Faulkner; memorial, Paul Clement, Minnesota Commercial Men's; non-cancelable, W. E. Wright, Pioneer Mutual Life; public relations, C. W. Young, Monarch Life, honorary chairman; F. S. Vanderbrouk, Monarch Life, chairman; social insurance, C. Norman Green, Hoosier Casualty; special risks, C. D. Scott, Great American Reserve; standard provisions, Orville F. Grahame, Massachusetts Protective; statistical, J. H. Miller, Monarch Life; taxation, W. Russell Arrington, Combined; underwriting, E. F. Brewer, Republic National Life; C. M. Barry, Ohio State Life, program chairman; J. T. Helverson, Washington National, chairman classification report subcommittee; E. B. Forsythe, Illinois Mutual Casualty, secretary.

Set Disability Course for Sept. 22-24 at Cincinnati

Cincinnati Assn. of A. & H. Underwriters and the International association will sponsor a Disability Insurance Sales Course at Xavier University, Sept. 22-24.

Talks will be given by Roy A. MacDonald, assistant director H. & A. Underwriters Conference, Chicago; Charles Ray, assistant manager A. & H. department Hoosier Casualty, Indianapolis; W. S. Steiger, general agent Massachusetts Indemnity, Cleveland, and Superintendent Robinson of Ohio.

Carl Lane, field supervisor General American Life, St. Louis; Louis Furniss, manager of group department Inter-Ocean, Grand Rapids, Mich.; W. R. Dignan, broker, Cincinnati, and Donald A. Baker, managing editor of Insurance Salesman, Indianapolis, will also speak.

Farm Bureau Medical Policy

A new group medical expense policy designed to help people pay large medical bills is being offered by Farm Bureau of Ohio.

Maximum is \$5,000 for each accident or illness. Coverage is available for

\$2,000 or \$5,000 with \$100, \$200, \$300 or \$500 deductibles. The policy will pay 80% of allowable expense up to whichever maximum is selected.

Allowable expenses include hospital bills, ambulance service, surgeon's fees, physician's fees, special nurse's fees, anaesthetics, x-ray and laboratory examinations, physiotherapist's fees, drugs and medicines, blood plasma, artificial limbs and eyes, casts and trusses, oxygen and oxygen equipment, rental of wheel chair or hospital-type bed, and rental of an iron lung.

John Miller Slated

J. H. Miller, vice-president Monarch Life, has accepted an invitation to participate in panel discussions of the problem of financing medical care at hearings before the President's Commission on Health Needs of the Nation, Oct. 7-8.

Dr. Sykes Joins Kellam

Dr. Lawrence G. Sykes, retired New York medical referee for Northwestern Mutual, has joined the John Kellam agency of National Life of Vermont to serve as agent and underwriting consultant in the New York City office. The

agency's main office is at New Canaan, Conn.

Dr. Sykes began his long insurance career in Milwaukee as assistant medical director of Northwestern Mutual. Later he went to Hartford as medical director of Connecticut General. For several years he was medical director of the Life Extension Institute at New York.

Dr. Sykes, a pioneer in aviation underwriting, is co-author of "Aviation and Life Insurance," the first study of its kind.

LIFE MANAGERS

Tampa Chapter Honored for Agency Cashiers Convention

Tampa chapter of Life Agency Cashiers Assn. has been designated the headquarters chapter for the National association for 1952-53. Tampa will thus be host chapter for over 125 cashiers at their national convention set for Oct. 24-25.

The following committees and chairmen have been arranged for the gathering: Publicity, Evelyn Lutz and Katherine Scamehorn; social, Ethel Ulm and W. B. Yowell; finance, Lee Marley, Katie Hall, and W. R. Letcher; program, Verda Fletcher, president of the

Tampa chapter, and Beatrix James; registration, Jean Bevis; hostesses, Jean Brawley and Katherine Fabian.

Life Insurance Problems That Face Banker Reviewed

A. G. Adams, vice-president of American National Bank of Austin, Tex., spoke to the Austin Life Managers Club on the relation of life insurance to banking.

He urged that partnership life insurance be taken when the partnership is being formed and while all concerned are in a happy frame of mind. He emphasized the importance of a properly drawn buy and sell agreements in such cases.

Speaking of loans with life insurance policies as collateral, Mr. Adams said banks are interested in the payment of loans while the life companies which loan to policyholders are not interested in their payment. The managers held that this idea is erroneous and that companies are interested in the repayment of loans but may not be in a position to demand repayment.

R. N. Lewis, Great National Life, said bank interest is lower and that the larger loans cost the bank less. To this Mr. Adams replied that bank lending is based on confidence in the individual. He also cited the problem of payments

Congratulations...

To members of the National Association of Life Underwriters on your Sixty-third Annual Convention. Your many accomplishments are highlighted this year by the twenty-fifth anniversary of the American College of Life Underwriters. Through this and other activities, the N.A.L.U. is rendering an outstanding service to the life insurance industry.

PROVIDENT LIFE & ACCIDENT INSURANCE COMPANY

CHATTANOOGA

1887... 65th Year... 1952





G. T. GUERRE
Lansing, Michigan

Another SUCCESS STORY!

Graduating from football stardom at Michigan State U. in 1948, George T. Guerre, now associated with the Harold Brogan Agency at Lansing, Mich., has lost none of his winning spirit and scoring punch as a career life underwriter for The Ohio National. One of our ten leading producers in 1951, George is well on his way to another banner year.

The
OHIO NATIONAL
LIFE INSURANCE COMPANY
Cincinnati, Ohio

MODIFIED THREE POLICY

A competitive life-time contract, featuring reduced premiums for the first three years and low level rates thereafter, suited to the life insurance needs of business executives and young men starting their professional careers.

MORE THAN 1,800,000 POLICIES IN FORCE



Sun Life
of Canada

by insurance companies to the banks where an insured who has assigned the policy either defaults or dies. The answer was that the company prefers making the check for the amount to the bank and the insured so that no legal question may result. Mr. Adams indicated that the banker making a loan does suggest life insurance.

The putting of the life company on notice when a policy has been assigned for a short time developed a difference of opinion between Mr. Adams and the managers. He said that if a loan based on a life insurance policy runs for more than six months it is advisable to put the company on notice. He said that the bank is interested in the repayment of the loan and is not interested in the death benefit.

Add Dunning, White

James D. Dunning, assistant vice-president, New York Life, and Fred White, general agent, Massachusetts Mutual, Buffalo, have been added as speakers to the program of the annual Mid-West Management Conference at French Lick, Ind., Oct. 23-25. Dunning will speak on "Problems of Getting Established Men Into A. & H. Production," and White on "Sales Ideas to Increase the Production of Present Manpower."

ASSOCIATIONS

Davenport Assn. Plans Sales Congress Sept. 23

Davenport, Ia., Life Underwriters Assn. has scheduled its annual sales congress for September 23. Five sales sessions are slated. Opening speaker is Henry W. Fouts, director of training for Bankers Life of Nebraska, on "Born Thirty Years Too Soon." Other speakers include Russell W. Steger, New England Mutual agent at Champaign, Ill., and an ex-All-American football great with the Illinois team of 1950, on "Selling Young Men"; L. O. Schriver, Aetna Life general agent at Peoria and a past president of N.A.L.U., on "What Makes Them Buy"; Ray D. Hamill, Bankers of Iowa sales promotion manager, on "The World We Sell In," and Arthur Priebe, Penn Mutual agent at Rockford, Ill., on "My Five Favorite Fears."

Following the day sessions, Davenport Life Managers Assn. is holding its annual banquet. Speaking will be Mr. Hamill on "Old Man River."

Earls to be Chicago Guest

A talk by William T. Earls, general agent at Cincinnati for Mutual Benefit Life, will be a feature of the joint meeting of the Chicago Assn. of Life Underwriters and Chicago C.L.U. on September 24. The meeting will begin at 9:30 a.m. and end with a luncheon at which diplomas will be presented to new C.L.U.s. Mr. Earls will speak on "Business Insurance—Today's Quickest Route to Million Dollar Production." He is the 1952-1953 chairman of the Million Dollar Round Table.

The joint meeting will also feature the play "Stardust" and a reception for new C.L.U.s.

Sheboygan, Wis.—A business meeting was held in connection with the annual outing and dinner at Riverdale Country Club. Joseph Bartel, Business Men's As-

surance, was named delegate to the N.A.L.U. convention at Atlantic City. New officers are Jack Van Ouwerkerk, president; Arthur Gandre, vice-president, and Reuben Cerulli, secretary.

WANT ADS

Rates \$13 per inch per insertion—1 inch minimum. Limit—40 words per inch. Deadline Tuesday morning in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER
Life Insurance Edition

ACTUARIAL STUDENT

Fast growing Boston company writing life, non-cancellable disability and group insurance has an opening for a student who has passed 3 to 5 Society of Actuaries examinations. Unusual opportunity for advancement. Please give full particulars including approximate salary expected. Inquiries will receive confidential treatment. Address M-97, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

☆ An Opportunity

A recently organized, well financed, upper Midwest stock legal reserve company offering life, health and accident coverage now in an expansion program is seeking a general manager. This is not a sales position. An excellent opportunity for a qualified junior home office executive. Stock ownership rights available. Reply in strictest confidence to Box N-7, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

GENERAL AGENT

Now employed as Assistant Agency Director of life company in southwest. Desires change. Twenty years experience in all phases—life, A&H, hospitalization (individual and group). A-1 salesman. Sold general agency with over half-million in premiums. Prefer general agency in Southwest, but will consider position as state superintendent. 44 years old. Address N-9, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

WANTED — MANAGER FOR PROFESSIONAL DEPARTMENT

We need a manager for the states of Indiana and Kentucky who can talk and understand the language of doctors and lawyers. Contract is Professional and Business Men's Group policy and carries life-time benefits. This is excellent opportunity. Address inquiries to Box N-11, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

WANTED:
SALES PROMOTION MANAGER:
To take full charge of an established Sales Promotion Department of a 50 year old, rapidly expanding, billion dollar Life and A & H company. A good background in both Life and A & H highly desirable but not imperative. Sales experience helpful. Address M-97, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

AMERICAN RESERVE LIFE Insurance Company

OMAHA

Raymond F. Low, President Harold R. Hutchinson, Exec V. P.
Frank W. Frenslay, Agency V. P.

Life — Health — Accident — Hospital

NEWS ABOUT LIFE POLICIES

General American Revises Family Income Program

General American Life has withdrawn its family income policy and family income agreement and has adopted a new form of family income agreement which may be added to new policies or to existing policies. In the new agreement, all of the monthly income that is stated is provided by the agreement itself and none of it is provided by the amount of the basic policy to which the agreement is attached.

The face amount of the basic policy to which the agreement is attached is payable immediately at death in one sum or it may be applied under the settlement options. If desired, the face amount of the basic policy may be left on deposit with the company and the new form of family income agreement may be written for an amount of monthly income so as to produce a total income of \$10, \$15, or \$20 per \$1,000 of face amount of the basic policy.

Any amount of monthly family income benefit up to a maximum of \$20 monthly income per \$1,000 of basic policy is available. More than one family income agreement can be attached to a single policy as long as each agreement provides at least \$20 of monthly income. The family income period may be from 10 to 25 years, or it may expire at any attained age of insured from age 55 to age 75. The premium paying period of a new agreement is always three years less than the family income period. The new agreement is convertible to a permanent form of insurance.

A 25 year mortgage redemption policy has been added to the company's portfolio and the maximum age at issue has been increased on the 10, 15 and 20 year mortgage redemption plans. The company has also announced substandard reductions in the premiums for the five year convertible non-renewable term plan. The minimum policy which can be written on this plan has been increased to \$5,000.

Introduce Return-Pay Plan

Security Benefit Life has introduced a participating 20 pay life-return policy. The plan, although similar to a regular 20 pay policy, is designed to give increased protection to the insured during the premium payment period. Should the insured die before the end of the 20th year, premiums that have been paid will be returned in addition to the payment of the face amount.

Extends Waiver Benefits

Security Mutual will now issue waiver of premium benefits through age 50. Previously these benefits were available through age 45. Heretofore, disability for women in New York had to occur prior to age 50, but has now been extended to age 55 in all states, and no longer terminates upon marriage.

N.W. Mutual Extends Ages

Northwestern Mutual has extended the issue ages for 20-payment life from 60 to 65; 25-payment life from 55 to 60; and 30-payment life from 50 to 55.

New Juvenile Plan

Security L. & A. has brought out a new "Security Career Builder" policy. This policy is an endowment at 65, one unit of which provides a death benefit of \$1,000 prior to age 21 and \$5,000 from 21 to 65. In addition the return premium benefit will return all premiums paid if insured should die before age 21.

Offers New Income Plan

Sun Life of Canada has introduced a new participating special income endowment plan available to male and female lives which will provide a monthly life annuity commencing at age 60 or 65. If death occurs before maturity, the death

benefit is \$1,000 for each \$10 of monthly annuity, or the cash value if greater.

Instead of \$10 a month on the no refund basis, insured may elect income on a reduced basis under the cash refund, years certain, or joint and survivorship option. This plan does not replace, but is in addition to, the income endowment plan, which provides \$1,500 insurance with each \$10 of monthly life income.

New Monthly Debit Policy

John Hancock has brought out a double protection 20 year endowment policy, issued at ages 0-55 nearest birthday on the monthly debit ordinary basis only. This policy provides protection to the beneficiary prior to maturity for a sum insured which is double the maturity value payable to the insured at the end of 20 years.

Chicago Supervisors to Meet

Life Agency Supervisors Club of Chicago will hold its first fall meeting September 11. Subject for discussion is "Continue Education and Training of the Established Agent." This will be handled

by a panel of Henry Gaddis, Northwestern Mutual as moderator, Charles Malin, Home Life; Joseph Carmen, Prudential, and Thomas Lane, New England Mutual.

School Brochure Describes Insurance for Students

An eight-page write-up of the insurance business has been issued by Indianapolis Public Schools for use as collateral study in junior high school grades. The write-up is one of a series called, "Indianapolis at Work," which is devoted to various businesses and industries in the city.

Both property and life insurance are treated, the latter somewhat more fully, including explanation of the types of policies available, classes of policies, and a full discussion of the uses of life insurance.

Other portions of the write-up are devoted to fundamental principles of insurance, the meaning and types of risk, the nature of insurance company investments, types of insurance companies, and a section on the agent. The discussion of life insurance includes an outline of the plan of study a pupil might undertake to prepare for life insurance selling: courses at Butler, Purdue and Indiana

Universities, company training courses, L.U.T.C., and C.L.U.

Sample copies can be obtained from the committee on economic understandings, Indianapolis board of school commissioners, 150 North Meridian Street, Indianapolis.

B. H. Groves, manager of Travelers and president of the Chicago Assn. of Life Underwriters, will address the Chicago Life Agency Cashiers September 17. Patricia Roberts, National of Vermont, is president of the Life Agency Cashiers.

Crown Zellerbach Corporation has sold its new one-story converting plant and office building at Los Angeles to Mutual Life. Mutual has leased the building back to Crown Zellerbach for 25 years with the option of renewing for another 50 years.

C. WESLEY GREEN, 57, of Beneficial Life at Phoenix, former general agent there, died of injuries incurred when he overturned in his automobile in an attempt to avoid a team of horses on a highway leading to Phoenix.

Russell W. Miller, formerly at Kenosha, Wis., as staff manager of Prudential in the Racine district, has been named head of the Fond du Lac office.

SUCCESS is Yours!



If you are the forward looking type of man — who desires to enter upon a profitable and worthwhile career — then read this message carefully!

There's a place for you in National Reserve Life's big expansion program now under "full steam." Choice, profitable territories are presently available if you act at once.

Join National Reserve Life . . . "The Company Old Enough to Be of Proved Strength . . . Young Enough to Take a Personal Interest in You!"

Get the Facts . . . and go forward with National Reserve Life! Write today for complete information.

Write W. E. Moore, Agcy. V.P., Agcy. Hq., Topeka

S. H. Witmer, Chmn. of the Board

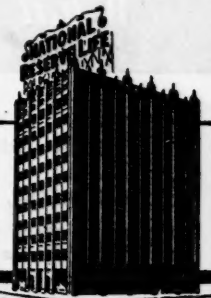
H. O. Chapman, Pres.



NATIONAL RESERVE LIFE INSURANCE COMPANY

TOPEKA • • • SIOUX FALLS

Operating in one of the greatest new wealth producing areas in the United States . . . Where the spirit of the pioneer still prevails



Sales Ideas That Work

FEATURED IN BOOK, SYNDICATED ARTICLE

Elmer Leterman's Methods Are Fabulous But Principles Can Be Used by Anyone

What can the average life insurance salesman learn from the career of the fabulous Elmer C. Leterman?

His elegant sales techniques have taken him to the heights in insurance sales, and as a result he has been included in the book "America's 12 Master Salesmen," and is the author of a widely syndicated article describing his method of dealing with prospects.

Mr. Leterman sells about \$100 million in group insurance alone each year, and many consider him to be one of the greatest ordinary insurance salesmen. His career extends over many years, and through all of them his sales techniques have kept him among the leaders.

The cardinal principle, according to Mr. Leterman, is to sell yourself. There is nothing new in this objective. Every

agent practices this everyday. But Mr. Leterman has utilized this to gain the friendships of some of the outstanding business men in this country. In the syndicated article he was pictured standing between Alfred Lyon, chairman of Philip Morris, Inc., Ltd., and Allan S. Lehman, partner, Lehman Brothers, bankers.

Mr. Leterman achieves his aim in large measure by rendering thoughtful and helpful services to the people he meets. He feels that such activities impress his name upon the minds of the recipients. Therefore, when they think of insurance they think of Elmer Leterman.

In one of his writings, Mr. Leterman describes this approach as it actually functions. For example, he has a lunch-

con engagement. Prior to meeting the potential customer, he learns the guest is interested in fishing. Thus, a topic of conversation for the meal is obtained. Up to this point there's nothing unusual about his technique, for it's what many agents would do.

Mr. Leterman advocates caution in introducing talk of insurance. Since the prospect is interested in fishing that's what they talk about during the luncheon. Mr. Leterman only mentions insurance when and if the guest introduces it into the conversation.

While at lunch the potential customer says he would like to fish in Maine. Mr. Leterman remembers a friend who operates a hunting and fishing lodge in Maine, and offers to introduce the prospect to this friend. Thus, he says, he has accomplished two good deeds with one simple act, for the customer avails himself of the fishing opportunities at the lodge.

a good listener is an excellent way of selling, in that people like to talk about their favorite topics. A thoughtful and sincere comment on a subject of interest to the potential customer will often open the way.

Other ways of making friends include the "thoughtful gift" and the "constructive favor." Mr. Leterman keeps a file on his social, client and prospect contacts. Customers' birthdays are always remembered.

In approaching busy prospects, Mr. Leterman employs an appropriately worded slogan sent beforehand. He maintains proper use of such a method has opened many doors and produced many new friendships.

Unforced Accumulation

New clients and prospects, new business, and friends, all will come through the accumulation of friends and goodwill. Mr. Leterman believes the approach to a new client should never be forced. It should come easily.

Another excellent point in Mr. Leterman's sales repertoire is to give the client as much attention after you have made the sales as you did before you made the sales. This worthwhile point is proved by the success of the practitioner.

Enthusiasm, selling ideas, taking the initiative in making acquaintances, and requesting small favors to bolster the other fellow's self-esteem are a part of this successful salesman's personal rule-book.

Mr. Leterman, himself, believes that these rules can be useful to every salesman as he handles his own selling prob-

BOTH REMEMBER

Both the luncheon guest and the owner of the fishing lodge have reason to remember Mr. Leterman, and when insurance comes to mind, they again will remember Leterman.

Infinite variations in this approach are possible, and Mr. Leterman has mentioned many of them. He often has introduced two business men, who have through the introduction been able to find ample opportunity of doing business with each other. Again there is good reason to remember Elmer Leterman.

Mr. Leterman also writes that being

RE-ALLOCATION

of territory
provides General Agency
opportunity for 6
above average men

Territories open
CENTRAL
and
SOUTHWESTERN
part of U. S. A.

TOP COVERAGE CONTRACTS

A complete line of
A & H and Life

Our Contract is a Valuable Franchise



If This Is
What You Want

WRITE TODAY
IN COMPLETE CONFIDENCE
TO

A. B. OLSON, AGENCY VICE PRESIDENT

WORLD INSURANCE CO.

Home Office Omaha, Nebraska



"PEACE—PROTECTION

A few years ago one of the great commentators predicted, "In our time we shall witness the dawning realization that a new power exists which is destined to be the successor of Rome and Britain as a giver of peace and that its mission is to prepare itself for the accomplishment of that destiny—that power, the United States of America."

This statement outlines America's great challenge and its accomplishment is an individual challenge to each and every American with a goal toward which it is well worth while to work with all heart and soul.

You as a Life Underwriter have every opportunity to work toward the goal of peace. Spread the protection of life insurance and make our country that much more secure. As a Life Underwriter, you will find it pays to be friendly with



PEOPLES LIFE INSURANCE COMPANY

"The Friendly Company"

Frankfort

Indiana

lems and his own clients. He indicates that use of them will bring response, no matter where they are applied, if they are applied with good taste.

Emeloid Transcript Used as Influence Clinches Sale

How the Emeloid case can be used in a presentation and how powerful it can be as an argument has been illustrated by Hugh J. Browne, Mutual Life agent at Hartford. Mr. Browne had a corporation president in his personal file and had interested him in business insurance on the corporation stockholders.

The policies were far from sold, however, when Mr. Browne was asked to make his presentation before a meeting of the stockholders. He presented his plan and then got a verbal bombardment of questions. Following the question and answer session, he says, "I had the feeling that the directors were able to see the merits of the idea, but not the attorney. He was doing his best to cut my answers and arguments to ribbons."

The attorney was not convinced that business insurance would contribute to the corporation's welfare, so Mr. Browne pulled out his "rabbit"—his last argument—a descriptive folder on the Emeloid case. The presentation had reached a climax and Mr. Browne apparently has a sense of the dramatic. He held up the folder and said, "Gentlemen, this folder contains a decision by the U. S. court of appeals concerning the purchase of life insurance on the Emeloid Corporation's stockholders. I'd like to read to you what this court says."

He outlined the facts in the case and read the now famous court statement. He also emphasized the court's reasons for the purchase of insurance to fund stock retirement agreements. When he stopped reading, the attorney could only question whether the money borrowed to pay premiums was eligible for a tax credit as borrowed invested capital.

Mr. Browne's answer is a credit to the business. He said: "You are probably correct, but don't you agree that it isn't pertinent to this case. And, don't you agree that the corporation has a definite need for insurance for the same reasons as the court of appeals outlined in the Emeloid case?"

The attorney's answer was, "Yes." The directors took a \$75,000 policy on the president's life and they are now considering insurance on the others. Mr. Browne says that the Emeloid folder is the most powerful piece of third party influence he has ever used. He calls it "the nail that nailed the \$75,000 sale."

The story of the sale appears in Mutual Life's house organ, Points.

Fact Finding on Medical Examiners Proves Valuable

(CONTINUED FROM PAGE 9)

The importance of establishing a good relationship between the home office medical department and the field examiners has been accentuated particularly since the end of the second world war, Dr. End observed. Since the war, the incomes of physicians in private practice have been skyrocketing and the remuneration for insurance examinations has not kept pace with the fees a doctor gets for seeing his own patients.

While the general weight of opinion among medical directors is against it, Northwestern uses almost exclusively suggestions of its field men in locating prospective examiners.

"It may well be that our approach to the problem has been wrong, but we have experienced almost uniform lack of success when we have used the other methods," said Dr. End.

He said the field force has been most helpful in weeding out the prospective examiners who are not interested in insurance examining work so that the company can concentrate its efforts on recruiting those men who will at least be available if we find their qualifications adequate.

"For all that we may talk about schooling, professional qualifications, ability, etc., an examiner must still be available for use or he is of no value to the agent and to the home office," said Dr. End. "Our field men are very company-minded and I think with few exceptions have done a commendable service in subjugating their personal interests so that they recommend only men who will do a good job for the home office and be a credit locally to the agent and the company. We, of course, then have recourse to the American Medical Assn. directory, specialty books, inspection reports, credential blanks, and information furnished through the courtesy of other medical directors."

PICKING NOT ENOUGH

However, careful primary selection of examiners, though of great importance, is not of itself sufficient to produce good long-range results, said Dr. End. Northwestern's original appointments are on a temporary basis and are made permanent only if satisfactory evaluation of the examiner's work is obtained one year after appointment or in the case of relatively inactive examiners, after 15 examinations have been completed. Evaluations are also run on examiners being considered for elevation to special classifications such as being used for cases up to \$50,000 and \$100,000.

The company is also going through

(CONTINUED ON NEXT PAGE)

Credit Life Sales Up 8%

The volume of credit life insurance in force on June 30 was 38% higher than a year previously, although total consumer credit outstanding was up 8%, according to Consumer Credit Insurance Assn.

Credit life insurance in force at June 30 was estimated at \$5,683,238,000, as compared with \$4,120,289,000 a year earlier.

Sales volume of credit life approximates the amount in force because the average policy runs for about 12 months.

In the first six months sale of credit A. & H. increased by 65% over the same period in 1951.



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of Life Underwriters on its 25th anniversary.
Its advancement of the CLU program is a
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The Equitable Life of Iowa is proud of its 40 associates who have earned the CLU designation and of the many Equiowans now completing CLU study.

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PILOT LIFE SALUTES:

Top Ten Pilot Field Men, 1951

Why are Pilot agents known for their achievements? Ask these men: W. D. Key, Macon; W. F. Sample, Beaufort, S. C.; Dick Harris, Jr., Charlotte; J. M. Cabrero, Puerto Rico; J. W. Underwood, Fayetteville; J. M. Ramirez, Puerto Rico; J. E. Washington, Norfolk; P. Melendez Diaz, Puerto Rico; W. A. Brame, Winston-Salem, N. C.; R. L. Forbes, Puerto Rico.



Pilot Life Insurance Company
PILOT TO PROTECTION SINCE 1903
O. F. STAFFORD, President GREENSBORO, N. C.

the entire list of examiners by general agencies, that is, on territorial basis, and examining the work of the more active examiners. The company has arbitrarily considered that men who average 15 examinations a year as qualifying for an evaluation but has not held to this very rigidly in the smaller and less active communities.

Whenever an assistant medical director or a lay underwriter suspects an examiner of carelessness, omissions, or uniformity of figures indicating that he is not putting down his precise findings an evaluation is run.

An evaluation sheet is set up in a chart form for 25 cases with space for age of the applicant, blood pressure, pulse, specific gravity, action on the case, that is, the number approved as well as the number declined and the reason for declination, agreement between the M.I.B. and current findings, information as to the completeness of the history, necessity for sending back for information that should have been recorded at the time of the examination, etc.

Also included is the age of the examiner, the date of his original appointment, his classification (that is, the size case his examination is accepted for), his specialty, the professional societies he belongs to, the number of examinations completed in each of the last three years and whether he is a Northwestern policyholder.

Early Deaths Noted

The early deaths, that is, those occurring within two years of issuance, are also listed separately, including the age at death, the cause of death and duration of the policy.

An up-to-date production record for the area being considered is obtained from the payroll section so as to select the active examiners. A production sheet is filled out for each examiner who has made a total of at least 15 examinations within the last three years. The names of the 15 (up to 25 when available) most recent applicants are taken from the doctor's vouchers and entered on the sheet. Following this they are looked up in the M.I.B. room to get the policy numbers or declination dates. The applications are then drawn out of the filing section and taken to a specially trained girl who fills out the actual evaluation sheets.

PERMITS CHECK

The procedure being used affords the examiner unit an opportunity to check each area as to the necessity for additional examiners, removal of men over the company's age limit, elevation to special classification, excessive use of non-appointed examiners, etc.

The completed evaluation sheets are brought to the assistant medical director who has supervision of examiners. The results are analyzed and it is decided what, if any, tendencies apparent in the review should be called to the examiner's attention.

"Incidentally, in this respect, we have probably leaned over backward so as to write as many letters including specific, constructive criticism as possible, feeling that in this way we tend to take the letter out of the so-called 'routine' category," said Dr. End.

Interest Rate Rise Held Unlikely to Boost Dividends

(CONTINUED FROM PAGE 1)

through the fact that increased earnings mean an increased amount which must be paid—6½% on investment income. In 1950 the Institute of Life Insurance reported that the net rate of interest earned on investment funds prior to the federal taxes was 3.13% and after taxes, 3.0%. In 1951, the rates were 3.22% and 3.02% respectively.

The security valuation reserve program, initiated last year by Superintendent Bohlinger of New York, will definitely have an effect on the dividend

scales, according to one executive. Its effect will vary from company to company, and is, at present, an unpredictable quantity.

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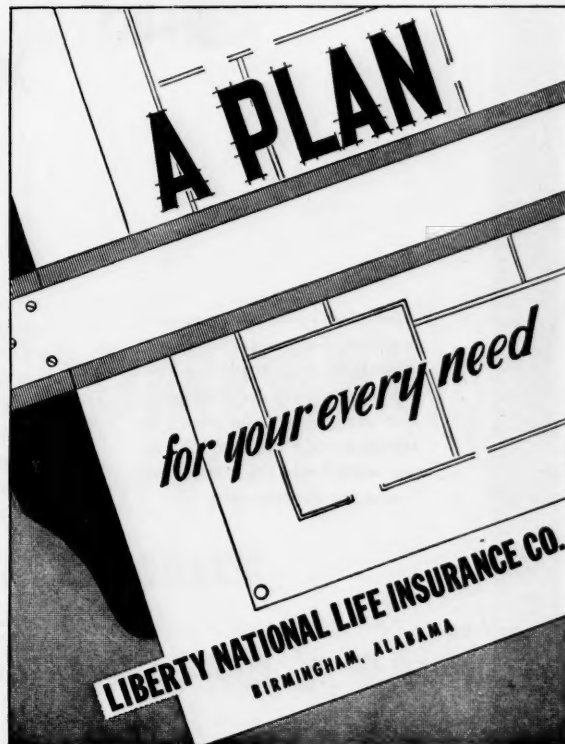
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